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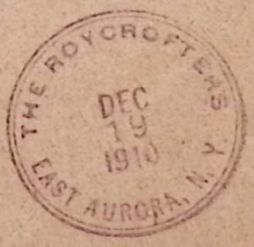

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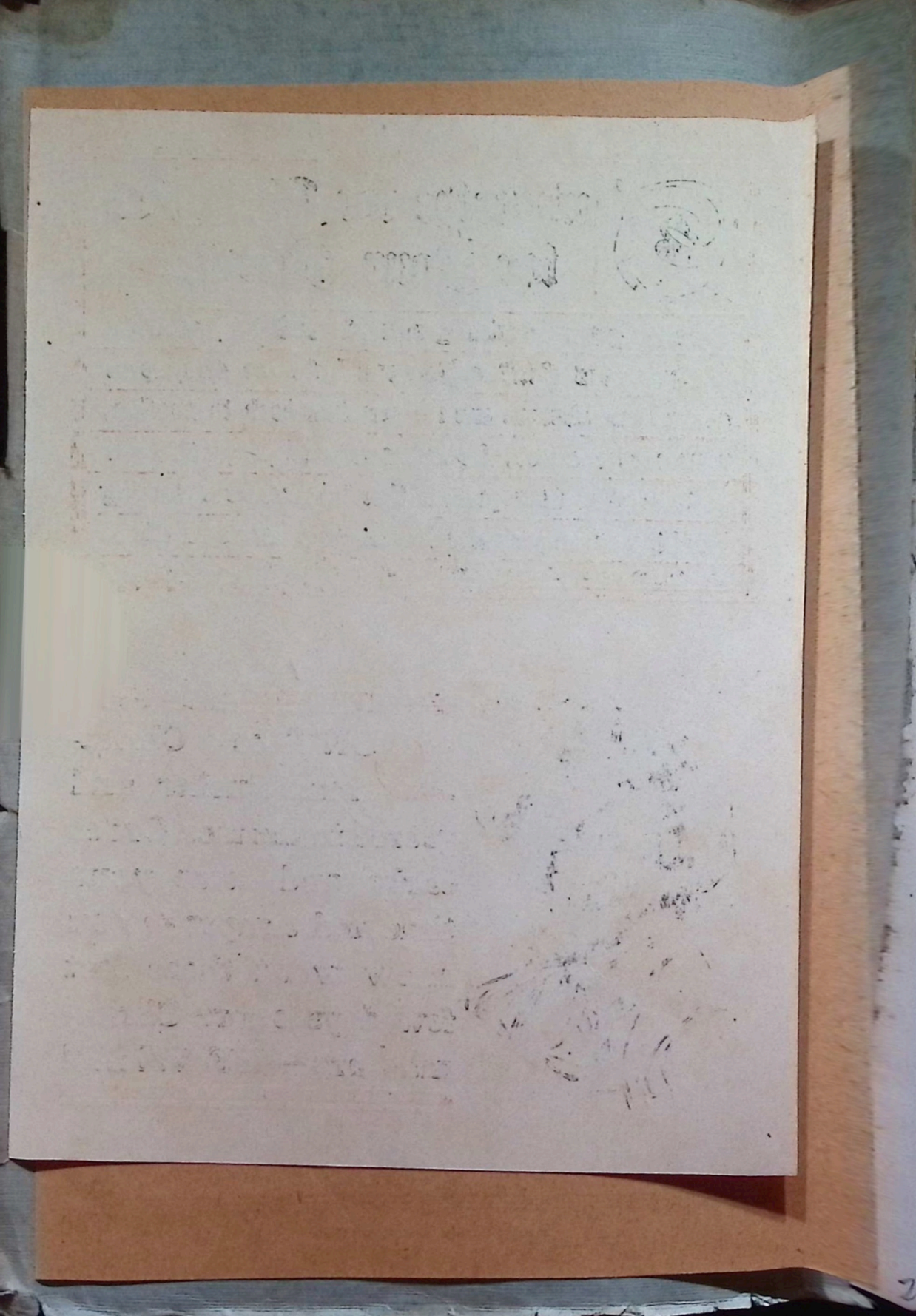
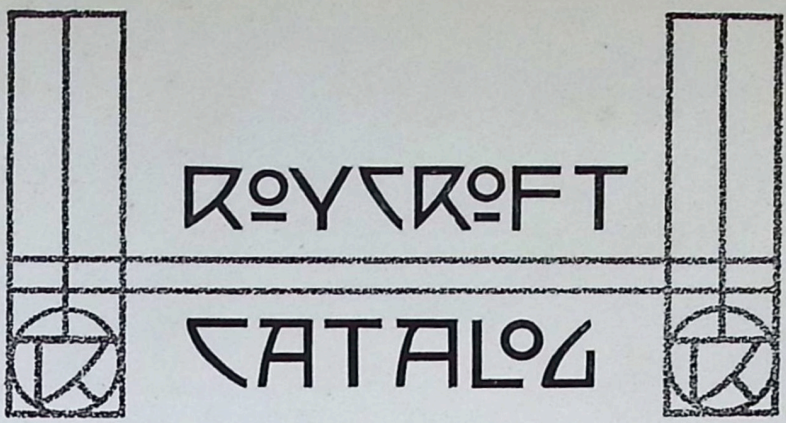
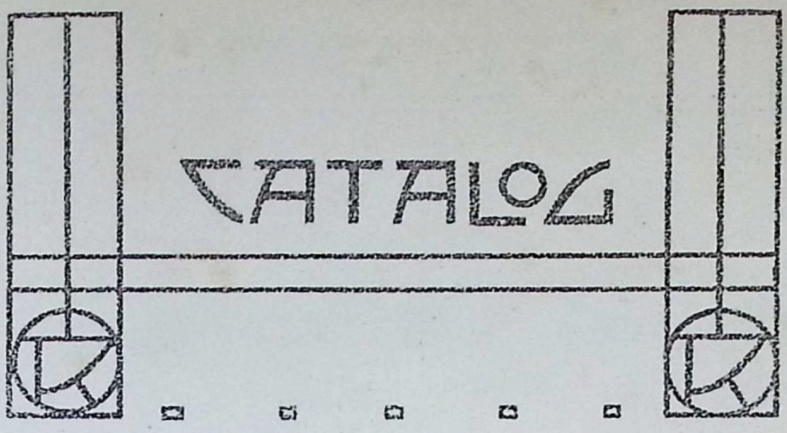




19 BOOKS 10
LEATHER
COPPER
MOTTOS

THEIR SHOP
EAST AURORA
NEW YORK:

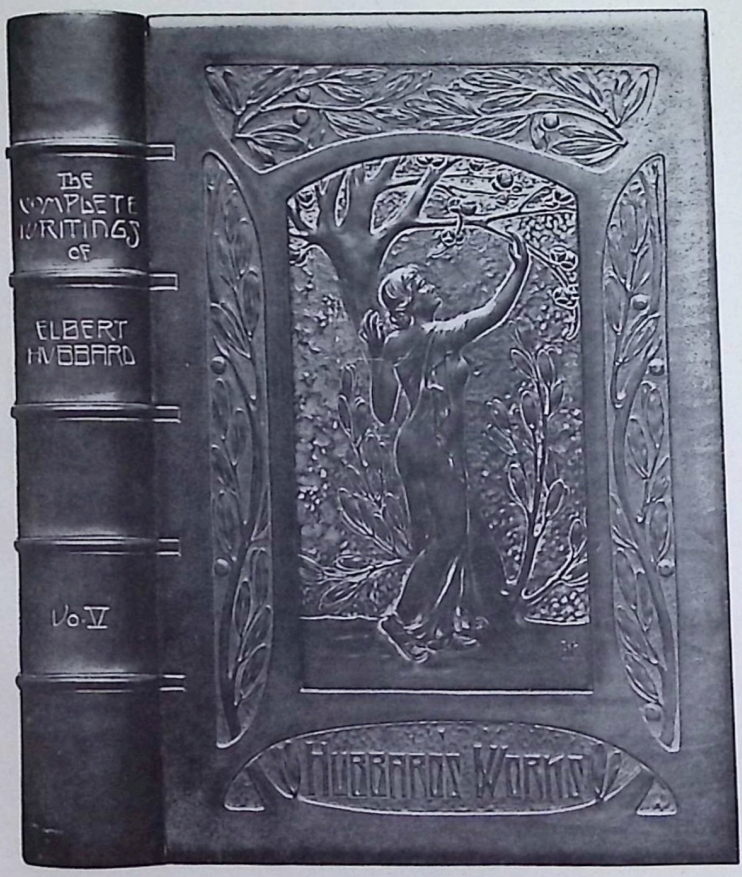
Copyright 1910
By Elbert Hubbard



BOOKS

Books, like friends, should be few and well chosen. Like friends, too, we should return to them again and again—for, like true friends, they will never fail us, never cease to instruct, never cloy

CATALOG



MODELED-LEATHER BINDING

This is one of the set of forty books which we made for Mr. Thomas W. Lawson, at Two Hundred Dollars each.

FOREWORD

Stranger, if you passing meet me and desire to speak to me, why should you not speak to me? And why should I not speak to you?—WALT WHITMAN.

¶ If we have things to offer you which will make you better and add to the beauty and happiness of the world—why should we not offer them?

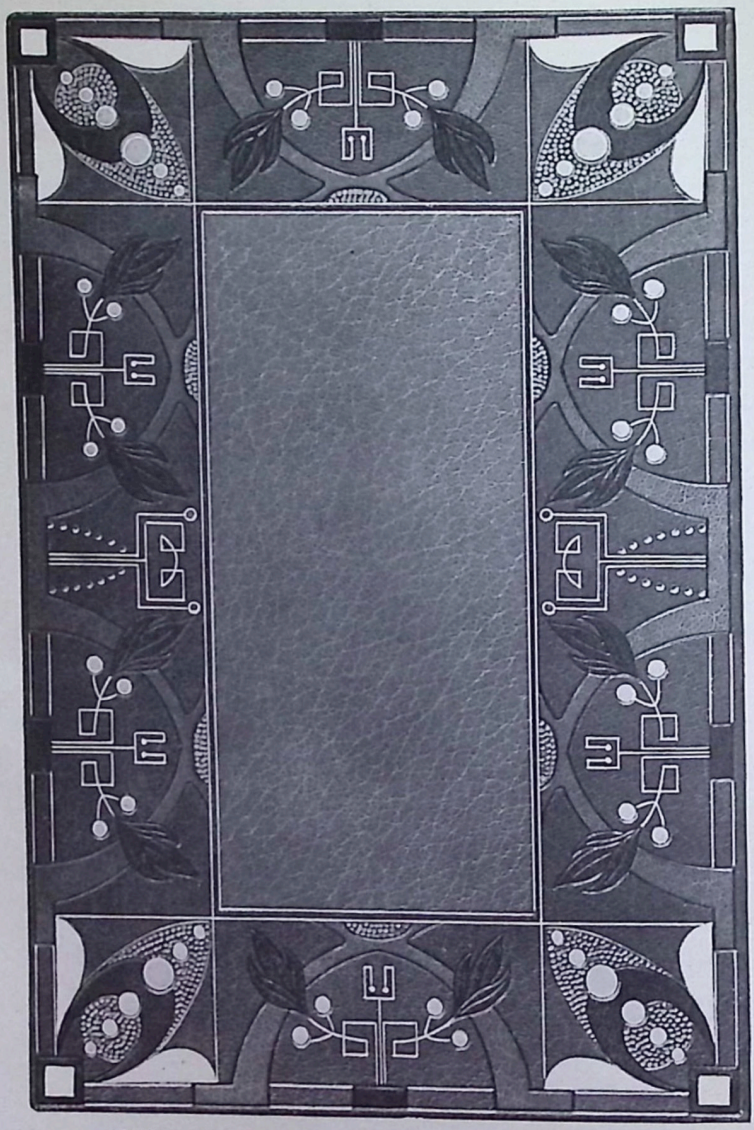
¶ If we offer them they must be worthy of consideration—they must have value, and the standard of value of our day is not the standard of yesterday, nor yet that of tomorrow—but it is the commercial standard, and that mooted expression means value for value received, a true, new noblesse oblige—and not so very wicked after all.

¶ That value we know best, and herein it is set down with the list of things that are planned in love and perfected, partially, with joy—the only medium through which perfection comes.

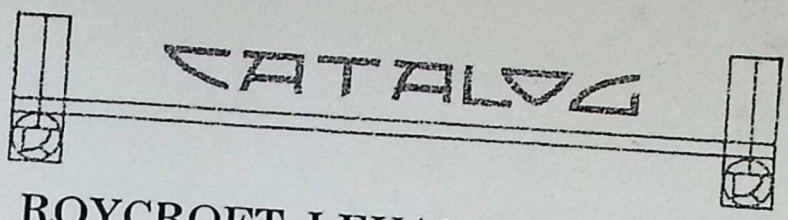
¶ The product is offered to you.

¶ THE TIME IS NOW.

¶ THE PLACE IS EAST AURORA, sometime believed to be in Erie County, in the State of New York.



LEVANT DOUBLURE, By Louis H. Kinder



ROYCROFT LEVANT BINDINGS

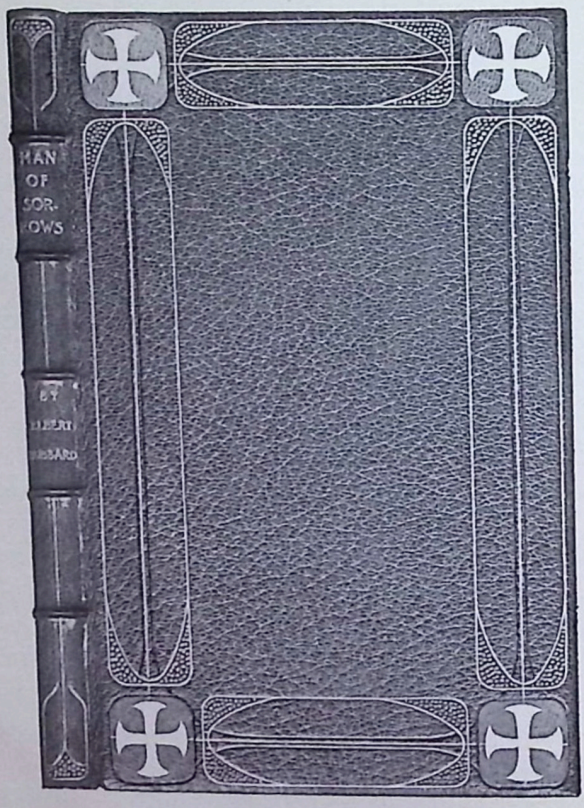
A FEW OF THEIR SUPERIOR QUALITIES

By Louis H. Kinder, Master Binder

¶ Great stress is laid upon the sewing of the book. The work is done wholly by hand with the best grade of Japan silk thread. Invariably, the books are sewn "all along," a technical term which means that each section of the book is sewn throughout its full length. Instead of sewing around hemp cords, as most binders do, we use for this purpose the best quality of pure rope-silk. Thus our method of sewing, the foundation of any binding, insures the greatest possible strength and flexibility, which, in connection with our thorough and rather unique way of treating the back, allows the book to lie open almost perfectly flat, a property highly valued and sought after by booklovers.

¶ In the making of the cover we use only the very best grade of English rope tarboard, hand-made and unsurpassed for its wearing quality. It is the same article that has been used by the foremost English binders for more than a century, and so has stood the test of time.

¶ To securely fasten the boards to the book we "lace in" every one of the rope-silk cords, or "bands" (using the technical term), that the book was sewn upon, instead of following the example of some bookbinders, who lace in only the two outer cords, thus leaving the binding weak at the very point where the strain is greatest.



THE MAN OF SORROWS

By Elbert Hubbard

Full Levant Intarsia $30.00

¶ Following the best modern tradition, the back of our Levant binding is made hollow, and to impart to it the strength and flexibility of the tight-back book, much coveted by some connoisseurs, we first line the back with imported morocco leather. By this arrangement, we embody in our binding every good quality of the tight-back, at the same time giving added stability to the book and preserving the beautiful finish of the Levant cover, as well as any gold tooling that may have been put upon it—results not to be found in the tight-back book. Add to this that the book so constructed lies open practically flat, and you have a binding as nearly ideal as possible.

¶ For covering we use only the very best grade of Cape Levant morocco leather, tanned by the natives of Africa and colored and finished by expert leather-dressers in Paris, France.

¶ With the same infinite care and patience, we search every corner of the world for the high-grade materials necessary to the making of a thoroughly good binding.

¶ As to workmanship: Throughout, the workmanship of our Levant bindings is of the very highest order. It is on a par, both in quality and artistic merit, with any in the world, and surpasses much that is being done by other binders classed as A1. Our men and women are conscientious workers, and not being harassed with time-slips they put heart and soul and much time into their work. "Not how quick but how good" is the only question confronting them, and the result is highly artistic work, very, very carefully done.

CATALOG

MODELED-LEATHER BINDINGS

THE MAN OF SORROWS
By Elbert Hubbard
$20.00

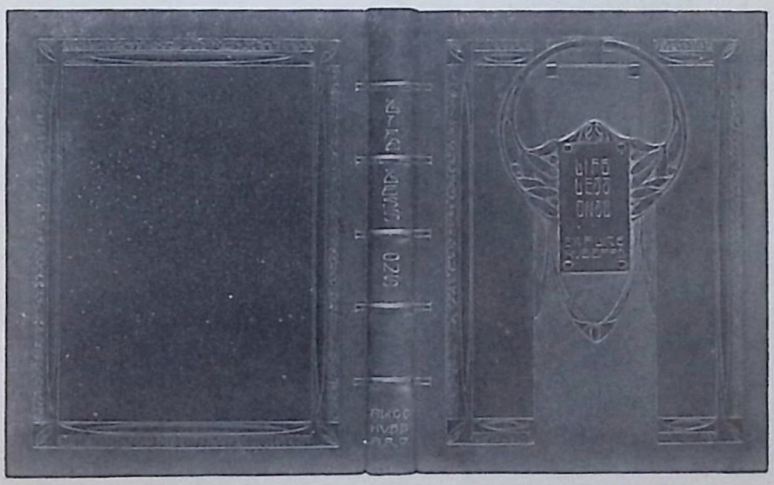
THE MAN OF SORROWS
By Elbert Hubbard
$30.00

LEATHER MODELING

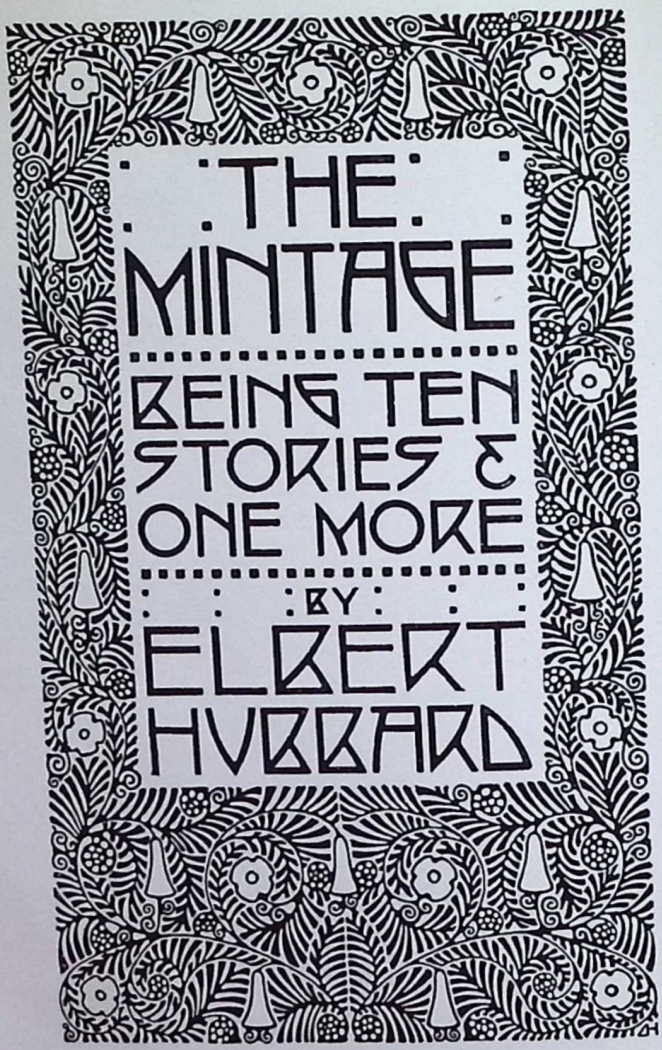
¶ The modeling of leather is much the same as the modeling, or chasing, of metal; and no doubt the artistic treatment of metals led to the decoration of leather, which with its flexibility is more suitable for use in many things.

¶ The masters of old modeled the leather after it was on the book, but the modern master plans to the smallest detail and makes his design before the leather is cut, thus reducing to a science the luck of the ancients. ¶ Formerly, the artist had to cut in the outline of the design; now we do not injure the surface of the beautiful leather. We get our results by raising the ornament from the back, and filling out the hollow with a cement

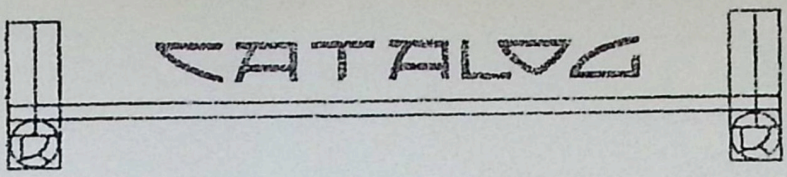
¶ All rare things grow beautiful with age, and nothing is so good for a finely modeled book as years of loving care.



LIFE LESSONS, *By Alice Hubbard*, $40.00



TITLE-PAGE FROM "THE MINTAGE"
By Dard Hunter



THE MINTAGE

BEING A BOOK OF TEN STORIES, AND ONE MORE

By Elbert Hubbard

¶ The Short Story is the most exacting form of literature that can be produced. It is like high-class Vaudeville—it must grip the hearts and minds of every one, and do it from the very first utterance. One word too much, or one too little, and you have lost your auditor. The short story is the diamond of letters.—*Anatole France.*

¶ Frank Putnam has called Elbert Hubbard the Anatole France of America, "on account of his liquid language and flawless style."

¶ Everybody who even peeps into books admits that Elbert Hubbard has the concentration which constitutes literary style; some think he has genius; a few believe that as a writer (not to mention thinker and doer) he has no living equal.

¶ A woman who belongs to this last class has selected these stories and called them "The Mintage" because they are. They scintillate with wit, dazzle with insight, seize with emotion, lure with their love and sympathy.

¶ Great literature is born of feeling. There is only one kind of ink—and that is red. The man or woman who can read "The Mintage" without tears has left his heyday behind the hill and is heading for the Silence.

¶ "The Mintage" is on Italian handmade paper, bound "Miriam"—solid boards, designed leather backs, quite artcrafty and some bosarty—Two Dollars a copy, carriage prepaid.

MANHATTAN AND HENRY HUDSON

BEING AN ODE AND AN APPRECIATION

By Joseph I. C. Clarke
and Elbert Hubbard

¶ Manhattan, an Ode, by Mr. Clarke, is one of the great poems of the century—so says the New York "Times."

¶ It pictures in glowing words the greatness of Gotham, and forecasts, in hope and love, its future.

¶ As a literary production, it will live and grow greater in the minds of readers as the years go by. The sketch of the life of Henry Hudson, who discovered and located the Isle of Manhattan for us, is a fitting companion-piece to Mr. Clarke's wonderful poem. Mr. Hubbard's story of the life of Henry Hudson is a vivid picture of one of the world's heroes. Mr. Hubbard uses fairly good English, and says he, tells he the tale, in a way so that child or grown-up will never forget it.

¶ This story of hope, ambition, endurance, suffering—failure—and success grips one's attention and holds it to the last word.

¶ The book is on handmade Italian paper, bound in boards, Roycroftie. The cover designed by Dard Hunter. Price, Two Dollars.

FRIENDSHIP
LOVE AND MARRIAGE

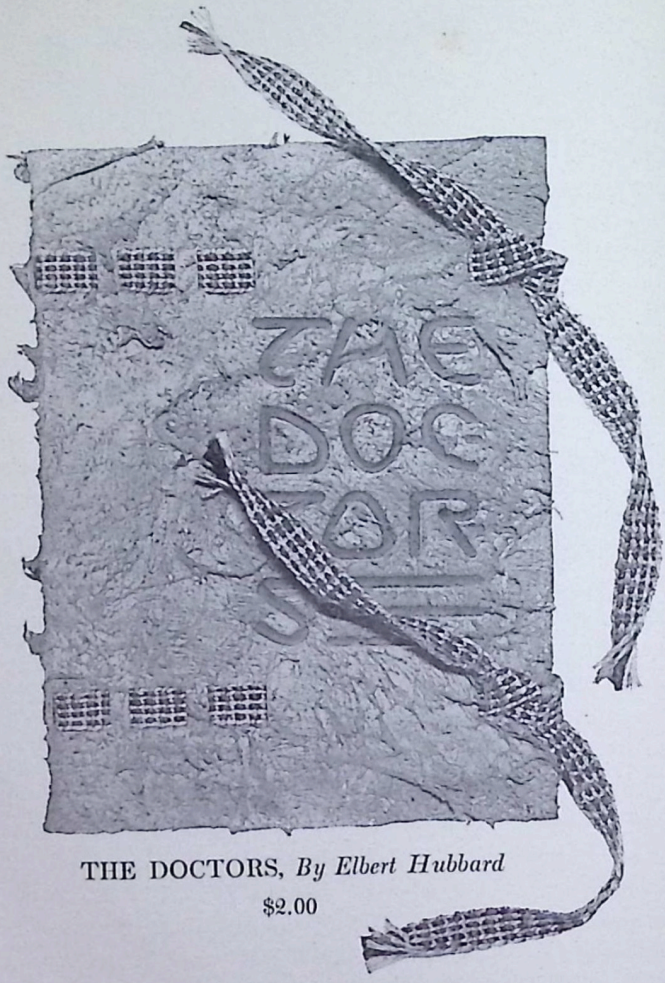
By Henry Thoreau

¶ Here is a great nugget of literature, written half a century ago, that the world for the most part has missed. We have rediscovered the treasure and framed it in a finer way than Thoreau ever dreamed—and he was a great dreamer—in his happiest days when hoeing in the garden of Ralph Waldo Emerson.

¶ Friendship, Love and Marriage—yes, and Thoreau never tasted of but one of these. That is why he writes so superbly well about them. You remember that Lazarus, when he had come back from the confines of Death—from "that bourne from which no traveler returns," as Shakespeare erroneously says—had nothing to tell in way of description.

¶ If you would know the truth concerning Friendship, Love and Marriage, don't ask a divorcee—ask the girl a-gallop of Fancy, or the healthy, intelligent youth who dares dream aloud.

¶ Thoreau was a theorist, but he was a prophet; and any man or woman who does not deny his Maker will be thrilled and inspired by this divine idealism of the man who inspired Ralph Waldo Emerson. ¶ The theme is lofty, earnest, noble; and the paper, typography and binding complete the ensemble. A book for lovers—and we are all lovers, or should be. This book is on Italian handmade paper, bound in limp leather. Price, Two Dollars.



THE DOCTORS, *By Elbert Hubbard*

$2.00

THE DOCTORS

A SATIRE IN FOUR SEIZURES

By Elbert Hubbard

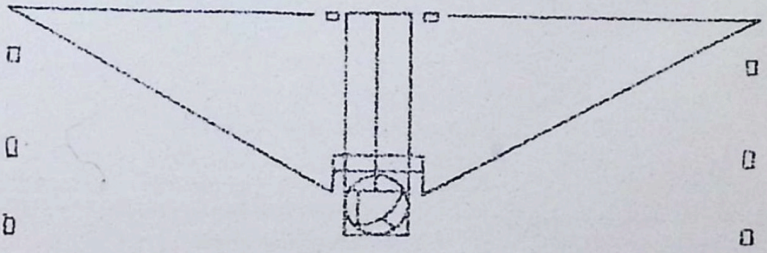
¶ A silly play, eliminated for relief of the author, and now published for the first time.

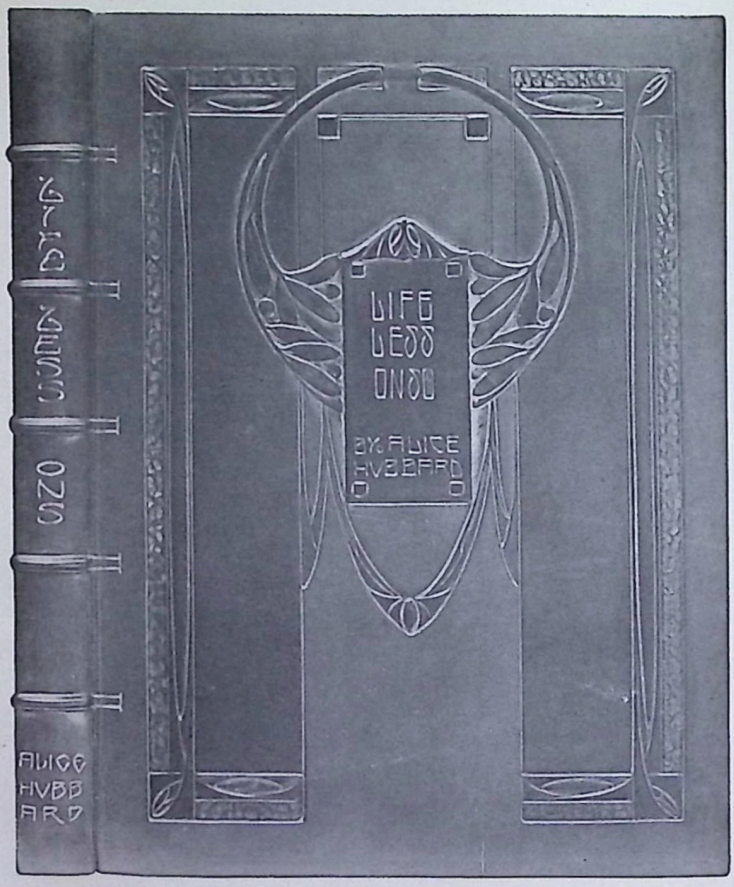
¶ In the cast are doctors with whiskers, doctors clean-shaven, wise old doctors, fresh and forward internes, smart young surgeons, puffy family physicians, and a specialist who has traveled far and acknowledges that he knows nothing. Of course there are nurses and pretty patients, also a preacher and an obese limb of the law. Cupid enters, for you can't even keep the rogue out of a hospital, and all ends happily as a play should.

¶ Painfully illustrated on butcher's paper and illumined with cantharides.

¶ Bound in human hide, limp, lined with iodoform gauze, sewed with catgut and flavored with formaldehyde. Price, Two Dollars.

P. S.—Not being able to get enough human hide we are using suede sheep, instead.





LIFE LESSONS, *By Alice Hubbard*

MODELED-LEATHER BINDING, $40.00

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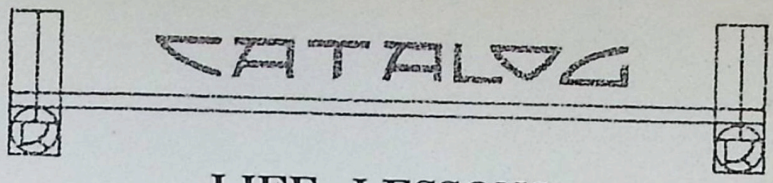


LIFE LESSONS

By Alice Hubbard

¶ Susan B. Anthony, Mary Wollstonecraft, Friedrich Froebel and Henry D. Thoreau are a few of those who have learned life lessons—thus are they the men and women who can teach them.

¶ Carlyle said, "Great men taken up in any way are profitable company." Tammas the Techy knew what profitable company is—a few men and women gathered together and held by the earnest desire to learn of life and through learning to live —and in living to do!

¶ Thinking, living, doing! Watchwords in the school of life!

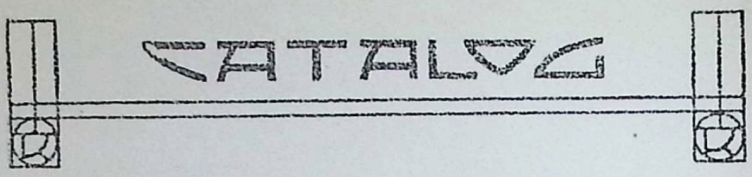
¶ Mrs. Hubbard does not consider Life Lessons as biography. Personalities in the lives of men and women interest her not at all until those personalities become so strong that they are the men.

¶ Personality clarified is genius—and genius is the ability to live untouched by the mass of men —a leader among them.

¶ Life Lessons is simple and direct—out of the heart of a woman who has the desire and power to learn them well—a learner and a doer, a pupil and a teacher.

¶ The book is generous and square. The type clear and fine. The design classic in its simplicity.

¶ The whole, a book beautiful—not a man's book nor a woman's book, nor a year's book, but a book for the ages—from a faith in all ages.



FAMOUS WOMEN

By Elbert Hubbard

¶ A book for the booklover. This is a beautiful book, a Roycroft book that would delight Masters Thomas and Samuel Roycroft at their benches in Elysium.

¶ Of the edition there were but four hundred and seventy copies printed.

¶ Today we have but five.

¶ They are on Whatman paper, and every initial and paragraph-mark is put in by hand. There will never be another such book in the history of the world. The volume was issued in Eighteen Hundred Ninety-eight.

¶ We valued it then at Ten Dollars.

¶ Today the price is Twenty-five Dollars—the value is more.

¶ The difference between Nineteen Hundred Ten and Eighteen Hundred Ninety-eight seems to be Fifteen Dollars instead of Twelve Years.

Three-Quarters Ooze	$ 25.00
One Modeled Leather	250.00

WOMAN'S WORK

By Alice Hubbard

¶ Woman's work seems to have begun in the Garden of Eden, and there it was the simple task of tree-stripping.

¶ Time passed—so did the Garden. Not so with woman's work. It had just begun.

¶ Woman worked in the Garden that man might eat; outside the gate the table turned—so did the flaming sword—then man worked.

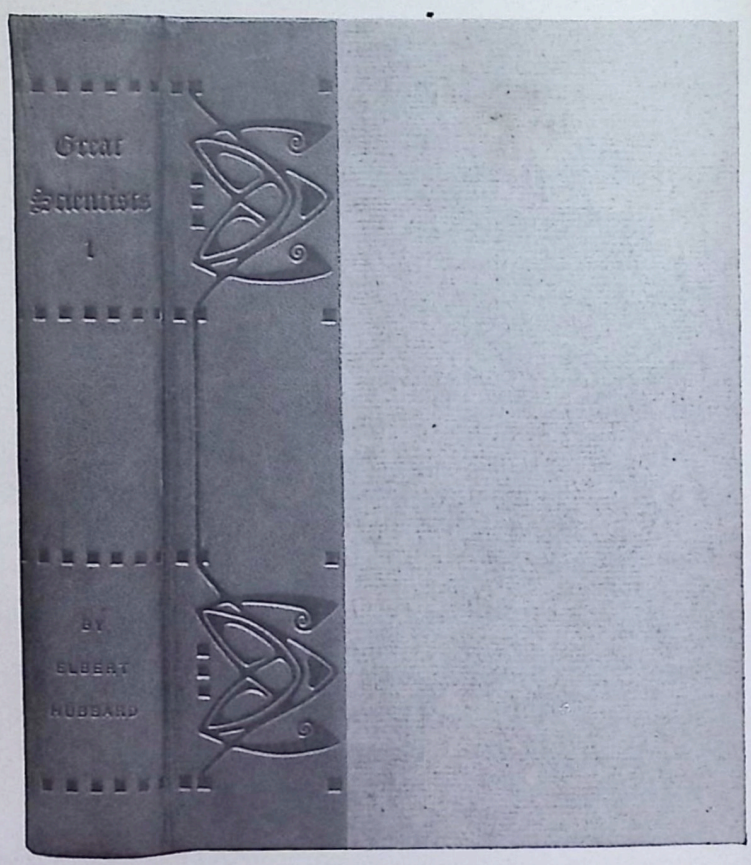
¶ But the journey is ever on, and today man and woman must make a new Garden of Eden, where neither works nor plays at the expense of the other; where man's work is as woman's work, and woman's is as man's—necessary, interdependent, also co-ed.

¶ Alice Hubbard knows this as very truth, and has set it down for all the toilers in the Garden that they may note their progress and take heart.

Bound in Boards	$ 2.00
Alicia, on Handmade Paper	5.00
Alicia, on Japan Vellum	7.50
Three-Quarters Levant	10.00
Modeled Leather	20.00

MIRIAM BINDING

TO BE USED FOR "THE MINTAGE"
AND THE COMPLETE SET OF "LITTLE JOURNEYS"



GREAT SCIENTISTS, Book I
By Elbert Hubbard
$2.00

LITTLE JOURNEYS

By Elbert Hubbard

¶ Boswell made one man live for all time—and this has made him known to us who otherwise would have been simply Goldsmith's" Scotch bur." ¶ Elbert Hubbard has taken out of the past and given to the living present the lives of one hundred and eighty men and women. Through him their words and deeds will echo down the centuries. His Little Journeys to their haunts, and his knowledge of their hearts, have made these lives the Miniatures of Literature.

¶ The first biography was published in December, Eighteen Hundred Ninety-five—and every month for fifteen years a new life was thrown upon the screen of time.

¶ In Nineteen Hundred Ten we gathered these lives into a set of twenty-eight volumes, with a portrait of each subject from specially made drawings.

¶ These books are bound "Miriam," a simple, durable, livable binding.

¶ Let us send you, on approval, express prepaid, one volume of the Little Journeys.

¶ If you are satisfied with the book, send us Two Dollars and then advise us as to your decision about taking the full set.

Single Volumes, Miriam Binding . . $ 2.00
Full Set, Miriam Binding 56.00
Three-Quarters Ooze-Calf: The Volume . 5.00
Genuine English Parchment: The Volume, $10.00
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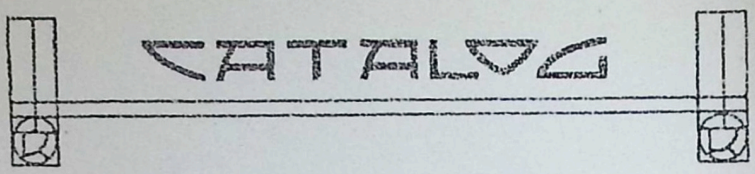


LITTLE JOURNEYS

By Elbert Hubbard

COMPLETE LIST

GOOD MEN AND GREAT

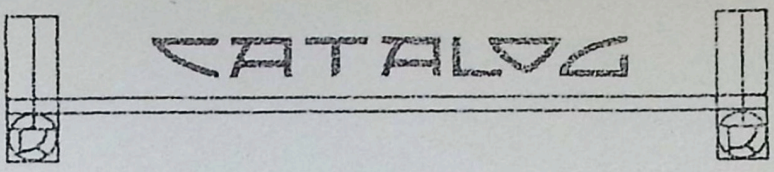
BOOK I	BOOK II
George Eliot	Victor Hugo
Thomas Carlyle	William Wordsworth
John Ruskin	W. M. Thackeray
W. E. Gladstone	Charles Dickens
J. M. W. Turner	Oliver Goldsmith
Jonathan Swift	William Shakespeare
Walt Whitman	Thomas A. Edison

FAMOUS WOMEN

BOOK I	BOOK II
Elizabeth B. Browning	Madame de Stael
Madame Guyon	Elizabeth Fry
Harriet Martineau	Mary Lamb
Charlotte Bronte	Jane Austen
Christina Rossetti	Empress Josephine
Rosa Bonheur	Mary Shelley

AMERICAN STATESMEN

BOOK I	BOOK II
George Washington	Thomas Jefferson
Benjamin Franklin	Daniel Webster
Alexander Hamilton	Henry Clay
Samuel Adams	John Jay
John Hancock	William H. Seward
John Quincy Adams	Abraham Lincoln



LITTLE JOURNEYS—Continued

EMINENT PAINTERS

BOOK I	BOOK II
Michelangelo	Fortuny
Rembrandt	Ary Scheffer
Rubens	Francois Millet
Meissonier	Joshua Reynolds
Titian	Landseer
Anthony Van Dyck	Gustave Dore

ENGLISH AUTHORS

BOOK I	BOOK II
William Morris	Macaulay
Robert Browning	Byron
Tennyson	Addison
Robert Burns	Southey
John Milton	Coleridge
Samuel Johnson	Disraeli

GREAT MUSICIANS

BOOK I	BOOK II
Richard Wagner	Liszt
Paganini	Beethoven
Chopin	Handel
Mozart	Verdi
Sebastian Bach	Schumann
Mendelssohn	Brahms

EMINENT ARTISTS

BOOK I	BOOK II
Raphael	Corot
Leonardo	Correggio
Botticelli	Bellini
Thorwaldsen	Cellini
Gainsborough	Abbey
Velasquez	Whistler

CATALOG

LITTLE JOURNEYS—CONTINUED

EMINENT ORATORS

BOOK I	BOOK II
Pericles	Marat
Mark Antony	Ingersoll
Savonarola	Patrick Henry
Martin Luther	Starr King
Edmund Burke	Beecher
William Pitt	Wendell Phillips

GREAT PHILOSOPHERS

BOOK I	BOOK II
Socrates	Immanuel Kant
Seneca	Auguste Comte
Aristotle	Voltaire
Marcus Aurelius	Herbert Spencer
Spinoza	Schopenhauer
Swedenborg	Henry Thoreau

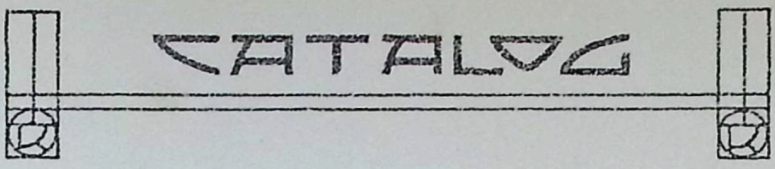
GREAT SCIENTISTS

BOOK I	BOOK II
Copernicus	Haeckel
Galileo	Linnaeus
Newton	Huxley
Humboldt	Tyndall
Herschel	Alfred Russel Wallace
Darwin	John Fiske

GREAT LOVERS

BOOK I

Josiah and Sarah Wedgwood	John Stuart Mill and Harriet Taylor
William Godwin and Mary Wollstonecraft	Parnell and Kitty O'Shea
Dante and Beatrice	Petrarch and Laura



LITTLE JOURNEYS—Continued

GREAT LOVERS

BOOK II

Dante Gabriel Rossetti and Elizabeth Siddal
Balzac and Madame Hanska
Fenelon and Madame Guyon
Ferdinand Lassalle and Helene von Donniges
Lord Nelson and Lady Hamilton
Robert Louis Stevenson and Fanny Osbourne

GREAT REFORMERS

BOOK I

John Wesley
Henry George
Garibaldi
Richard Cobden
Thomas Paine
John Knox

BOOK II

John Bright
John Bradlaugh
Theodore Parker
Oliver Cromwell
Anne Hutchinson
Jean Jacques Rousseau

GREAT TEACHERS

BOOK I

Moses
Confucius
Pythagoras
Plato
King Alfred
Friedrich Froebel

BOOK II

Booker T. Washington
Thomas Arnold
Erasmus
Hypatia
St. Benedict
Mary Baker Eddy

GREAT BUSINESS MEN

BOOK I

Robert Owen
James Oliver
Stephen Girard
Mayer A. Rothschild
Philip D. Armour
John Jacob Astor

BOOK II

Peter Cooper
Andrew Carnegie
George Peabody
A. T. Stewart
Henry H. Rogers
James J. Hill

GOOD MEN AND GREAT

By Elbert Hubbard

¶ A specially printed copy of the first volume of the Little Journeys.

¶ In Good Men and Great you will find stray bits of information, "the feathers of lost birds"; various personal incidents are lightly detailed, and some facts stated which have been told before.

¶ The book has twelve fine photogravures, made from original drawings, and the initials and typography are exquisite.

¶ Bound in half-pig, with leather strap and hand-made copper buckle . . . . . $ 8.00

THREE GREAT WOMEN

ELIZABETH BARRETT BROWNING, MADAME GUYON, HARRIET MARTINEAU.

By Elbert Hubbard

¶ Three graphic Little Journeys that belong together—and so have gravitated to their place.

¶ Printed on English Boxmoor and Uniquely Bound in Art Goatskin . . . . $ 5.00

Special
Christmas Offer

THE ROYCROFTERS,
East Aurora, New York:

You may send me, express prepaid, the full set of twenty-eight volumes of Little Journeys in Miriam Binding.

I enclose check for $56.00

NAME _____

ADDRESS _____

_____

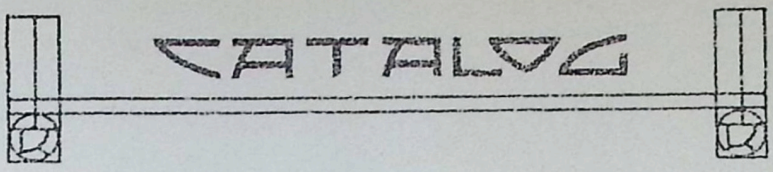
DATE _____

I AM a writing man and I know the difficulties of the craft; and I say that Elbert Hubbard is the greatest writer—vocabulary and range of ideas considered—that the world has ever seen, ancient or modern.—ROBERT BARR.

MIRIAM BINDING

SIX VOLUMES OF THE FULL SET OF LITTLE JOURNEYS

THE work of Elbert Hubbard in his "Little Journeys" has not been equaled, in a similar line, since Plutarch wrote his "Parallel Lives."—THOMAS E. THOMPSON, Superintendent of Schools, Leominster, Massachusetts.



A CHRISTMAS-CARD

¶ Not planning to make gifts this Christmas? Just going to send cards to the near and dear ones?

¶ Well, now for the card! What shall it be?

¶ What sentiment must it express?

¶ What shall be its cost?

¶ All these questions must be answered, and today the problem is upon you.

¶ Let us suggest a de luxe Little Journey.

¶ Here is your sentiment, a reminder of you, in a Christmas-card that will last. The cost is trifling —not more than you had set aside for the card —but how much more you have conveyed—for here is expressed not only your thought, but some other great thoughts as well.

¶ Is it not a good suggestion?

¶ Act on it!

¶ These books are bound artistically in firm board sides, buckram backs. We have arranged them in groups, so you may choose to fit your friends:

FOR THE MUSIC-LOVER

Bach — Beethoven — Brahms
Handel — Liszt — Mozart
Schumann — Verdi

FOR THE ARTIST

Abbey — Bellini — Botticelli
Cellini — Corot — Correggio
Gainsborough — Leonardo — Raphael
Velasquez — Whistler

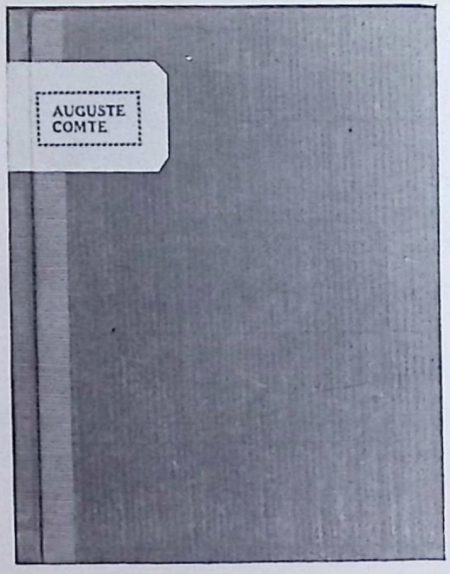
CATALOG

For the Writer

Robert Browning	Robert Burns	Coleridge
Samuel Johnson	John Milton	William Morris
	Tennyson	

For the Public Speaker

Mark Antony	Henry W. Beecher	Edmund Burke
Patrick Henry	Starr King	Martin Luther
Marat	Pericles	Wendell Phillips
William Pitt		Savonarola



DeLuxe
Journey
$1.00

For the Philosopher

Aristotle	Marcus Aurelius	Auguste Comte
Immanuel Kant	Schopenhauer	Seneca
Socrates	Herbert Spencer	Spinoza
Swedenborg	Thoreau	Voltaire

For the Business Man

Philip D. Armour	Andrew Carnegie	James Oliver

THE LAW OF LOVE

By William Marion Reedy

¶ Here is a collection of essays which might have been written by a demigod with a sense of humor.
¶ William Marion Reedy knows everything, and knowing, smiles.
¶ Each Essay is complete and absorbing in itself. As the rose of yesterday is as though it never had been, and tomorrow's rose "into the world will blow" and surprise us like a new creation—so with each of these essays.
¶ Reedy is multi-souled, and he writes a revelation in every line.
¶ The Roycrofters read this book before they printed and bound it, so the work was done in reverence and in love.
¶ The two-dollar edition is entirely out of print; but we have a few copies in fine bindings:

Alicia, on Japan Vellum	$ 7.50
Three-Quarters Levant	10.00
Full Levant	25.00
Full Levant	50.00

LOVE, LIFE AND WORK

By Elbert Hubbard

¶ A little book of big thoughts—bearing on our life and time. Being opinions, reasonably good-natured—and an attempt to point men to the Highest Happiness—Love, Life and Work.
¶ The edition is exhausted in all bindings except

Three-Quarters Levant	$ 10.00
Full Levant	25.00

THREE-QUARTERS LEVANT BINDINGS

LOVE, LIFE AND WORK
By Elbert Hubbard
$10.00

WHITE HYACINTHS
By Elbert Hubbard
$10.00

WOMAN'S WORK
By Alice Hubbard
$10.00

WILL O' THE MILL

By Robert Louis Stevenson

¶ Robert Louis Stevenson could well write of gentle men and their ways, of thoughtful men and their thoughts, and he has given us the type of the gentle, thoughtful soul in Will o' the Mill.

Limp Leather	$ 2.00
Ooze-Calf, Turned Edge	5.00

WALT WHITMAN

Being a Little Journey by Elbert Hubbard and an Essay by Robert Louis Stevenson

¶ This book was printed by The Roycrofters ten years ago. It is a rare, peculiar and unique specimen of bookmaking. We had supposed the volume out of print, but we just found a few copies on a high shelf, so here is your opportunity.

In Limp Leather	$ 2.00
Limp Calf, Turned Edge	5.00

THE BALLAD OF READING GAOL

By Oscar Wilde

¶ If you find a man's thought worthy, accept it —if there is art in his words, give it a shrine— if his agony of soul wrings from him a lament, be assured that he has found rest.

Three-Quarters Levant	$10.00
Modeled Leather, Specially Designed	10.00
A Beautiful Full Levant	25.00

CRIMES AGAINST CRIMINALS

By Robert Ingersoll

¶ "We know something of ourselves—of the average man—his thoughts, passions, fears, aspirations.
¶ "We know something of the tides and currents of the mysterious sea—but we do not know where the wild storms are born that wreck and rend. And our ignorance should make us hesitate, our weakness should make us merciful."
¶ A bit of great wisdom from the pen of the man who admitted that he did not know.

Limp Leather	$ 2.00
Alicia	5.00
Three-Quarters Levant	10.00

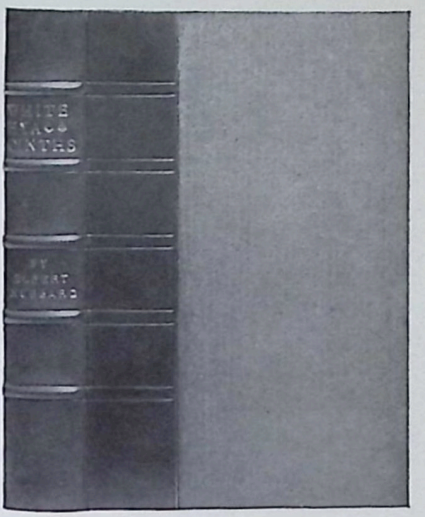
THE BATTLE OF WATERLOO

By Victor Hugo

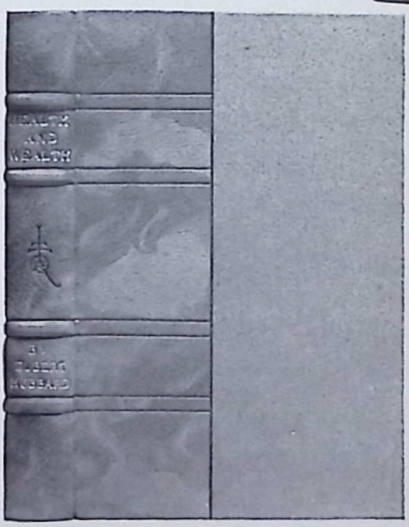
¶ June Eighteenth, Eighteen Hundred Fifteen. Waterloo, Napoleon and Blucher—a trinity which marshaled the destinies of earth—which gave to Europe a new map, to time a new significance, and to men a new ideal of liberty.
¶ Victor Hugo, the master of modern stylists, thus strikes the keynote of that ideal:
¶ "The disappearance of the great man was necessary for the advent of the great age, and He who can not be answered undertook the task."
¶ So, to preserve this record for the ages, we have bound The Battle of Waterloo, as follows:

Boards, also Limp Leather	$ 2.00
Three-Quarters Levant	10.00

ALICIA BINDINGS



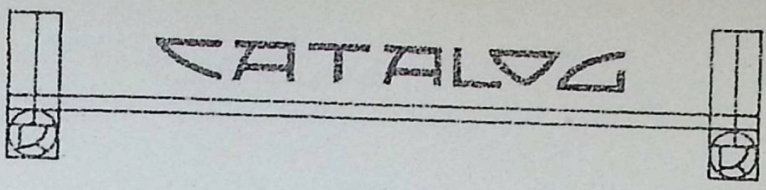
WHITE HYACINTHS
By Elbert Hubbard
$5.00



HEALTH AND WEALTH
By Elbert Hubbard
$5.00

I walked over to him, and asked, "Can you work and play ball—I want a brother!"
I did not say anything about fighting, for I had suddenly noticed that he was a hunchback.
He just looked at me and gulped, scared like, he was that embarrassed.
"I want a brother—will you come with me and be my brother?" I asked.
I omitted the qualifications this time—my heart went out to this boy—he seemed so scared and half-sick. I could work, fight and play ball for both.
"Is your name—your name Mudsock?" he whispered.
"No; I'm Bert Hubbard," I said.
"Are you a relation of Si Mudsock?"
"Nobody around us by that name," I answered.
¶"Then I'll go with you and be your brudder," he answered. He stood up. He only came to my shoulder. "I'm fifteen," he said, as if in apology. "I'm fifteen—I'm not sick—I had spinal complaint—but I'm all over it now. I am strong—I can work and I can play ball."
I took him by the hand and led him to the widow and said, "If you please, Missus, I'll take

Page 120 from Health and Wealth



HEALTH AND WEALTH

By Elbert Hubbard

¶ That which contributes to our day-by-day need gives us health and joy. And wealth comes as an incidental or natural result of normal living.

¶ Besides these, there is Hope!

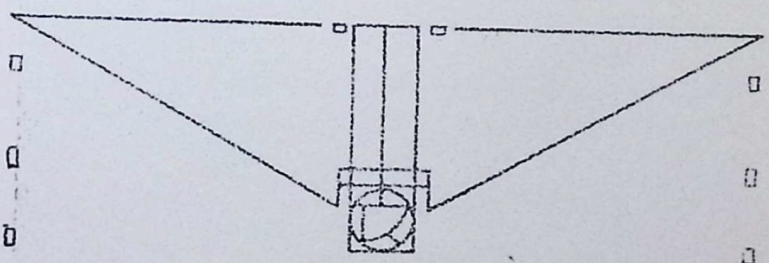
¶ In the page over the way you find them all: Health, Wealth, Joy, Hope—a Friend!

¶ A simple, faulty, happy, human boy, with the love of the world in his heart.

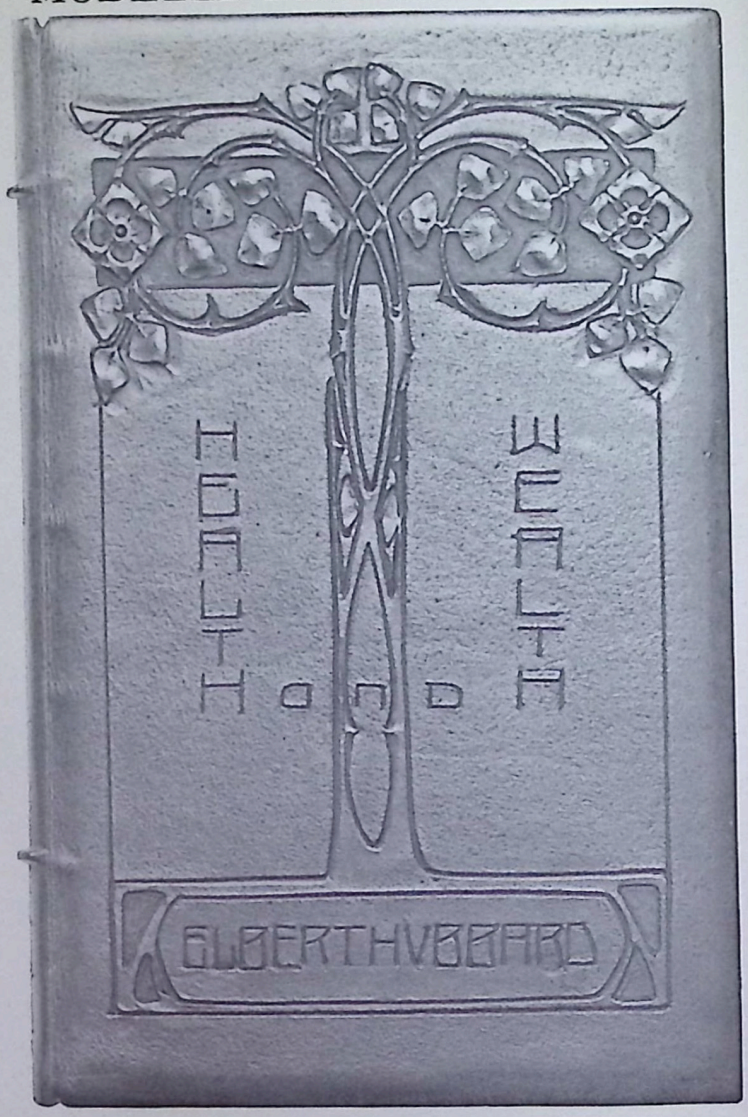
¶ One page is good—we have the whole number of 162 pages bound together.

Boards, also Limp Leather . .	$ 2.00
Alicia, also Three-Quarters Ooze-Calf .	5.00
Modeled Leather	10.00
Three-Quarters Levant	10.00

¶ There are just eleven copies of this rare little volume bound in Full Levant—a book that will live. Twenty-five Dollars.



MODELED-LEATHER BINDING



[42] HEALTH AND WEALTH, *By Elbert Hubbard*
$10.00

A CHRISTMAS CAROL

By Charles Dickens

¶ The best of children's stories seem to grow out of the Yuletide spirit of love for all men. And Dickens knew and loved children, and wrote of their fairies and their joys as no other man could write or has written.

Boards, also Limp Leather	$ 2.00
Linen Tape	5.00
Three-Quarters Ooze-Calf	5.00

THE HOLLY-TREE INN

By Charles Dickens

¶ The Holly-Tree Inn, with its dear Miss Norah and Master Harry, its Cobbs and its Gretna Green, is the most charming bit of quaint childhood lore in the language.

Limp Leather	$ 2.00
Three-Quarters Levant	10.00
Full Levant	25.00

JUSTINIAN AND THEODORA

By Alice and Elbert Hubbard

¶ A drama of the Eastern Roman Empire, and how a great step was taken towards the Light, because of a man and a woman who were united in their love for a great Ideal.

Limp Leather, Silk-Lined	$ 2.00
Alicia, on Japan Vellum	7.50
Three-Quarters Levant	10.00

THE RUBAIYAT OF OMAR KHAYYAM

As Translated by FitzGerald

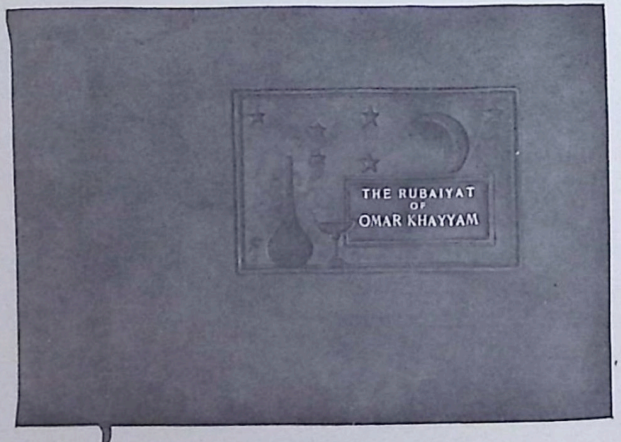
And when like her, O Saki, you shall pass
Among the Guests Star-scattered on the Grass,
And in your joyous errand reach the spot
Where I made One—turn down an empty Glass!

¶ Cynic and Stoic, Epicurean and Necessitarian, differing at all points, have at the last a single cry—

"Let me remembered be."

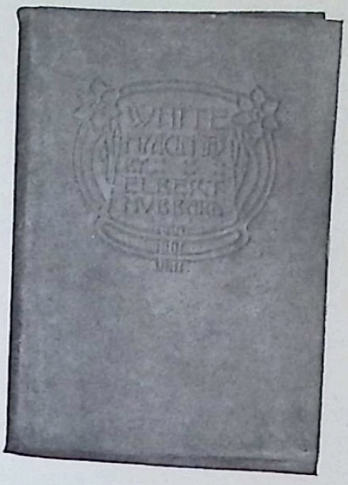
¶ In Persia, in Eleven Hundred, Omar faced this truth with dauntless courage and serene faith. And today, to honor him, we give the gem a perfect setting.

Boards, also Limp Leather . . .	$ 2.00
Alicia, on Japan Vellum . . .	7.50
Three-Quarters Levant	10.00
There is one volume specially designed, and bound in Full Levant—Intarsia for You .	$100.00



LIMP BINDING, $2.00

LIMP BINDINGS



THE MAN OF SORROWS

By Elbert Hubbard

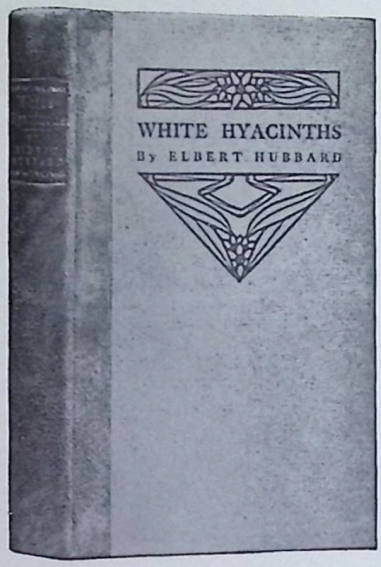
¶ The true story, honestly told, of the life of a great and simple soul who walked through the valley of the shadow of the world by the light of his faith in man.

¶ In binding this book, we have regarded the sentiment and have fitted it well. To be judge of this you must see the volumes.

Boards, also Limp Leather	$ 2.00
Three-Quarters Ooze-Calf	5.00
Alicia	10.00
Three-Quarters Levant	10.00
Modeled Leather	$ 20.00, 30.00
Full Levant	$ 30.00, 35.00, 40.00, 50.00

BOARD BINDING

TWO DOLLARS



WHITE HYACINTHS

By Elbert Hubbard

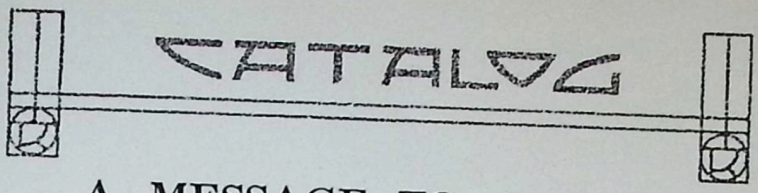
¶Out of the abundance of his heart a man speaketh.

"If I had but two loaves of bread I would sell one of them and buy White Hyacinths to feed my soul."

¶Some rare, sweet sentiment cast in exquisite mold:

Limp Leather, also Boards	$ 2.00
Alicia	5.00
Three-Quarters Ooze-Calf	5.00
Three-Quarters Levant	10.00
Modeled Leather	10.00

¶There are two beautiful volumes, one in Full Levant, and one super-special Modeled Leather. Each, Twenty-five Dollars.



A MESSAGE TO GARCIA

By Elbert Hubbard

¶ Some seek greatness, some acquire it, and some have greatness thrust upon them.

¶ When Major Rowan took his message and delivered it he was not disturbed by his sense of greatness. He did the natural and simple thing.

¶ When Elbert Hubbard saw this simple greatness and set it down in unfading ink, he was not disturbed.

¶ Lo! In a day the land was alive with the thrill of that man's deed and this man's thought.

¶ If you don't know the Message to Garcia, you must. So must your friend. A new crop of young folks who need the Message is constantly coming on.

Bound in Limp Leather, Silk-Lined . $ 1.00

TIME AND CHANCE

IN TWO VOLUMES

By Elbert Hubbard

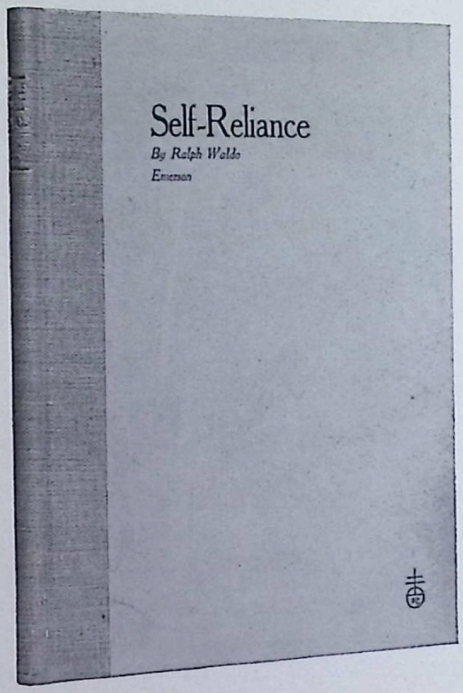
¶ "His methods were wrong, but the man himself was right."—Emerson.

¶ This story of John Brown was written in Eighteen Hundred Ninety-nine. Through it runs the golden thread of truth-hunger which made John Brown, in his stand for Freedom, fearless against all men.

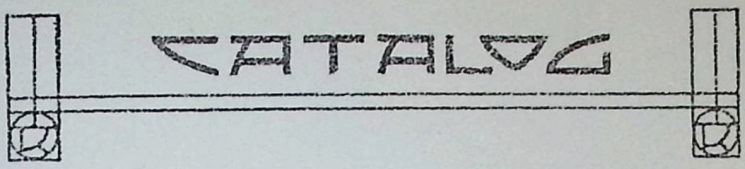
¶ Into it creeps the romance of the life of simple people—a record of their sorrows and their joys, their successes and defeats.

Boards with Leather Backs, the Set . . $ 5.00

BOARD BINDINGS



SELF-RELIANCE, *By Ralph Waldo Emerson*
$2.00



TWO GREAT ESSAYS

BY A GREAT AMERICAN

Ralph Waldo Emerson

THE ESSAY ON SELF-RELIANCE

¶ The classification of some great thoughts on man's power to develop, and a following of that development to the truth that nothing can bring you peace but yourself. Nothing can bring you peace but the triumph of principles.

Boards	$ 2.00
Alicia	5.00
Three-Quarters Levant	10.00
Full Levant	25.00

THE ESSAY ON NATURE

¶ In this first book of Emerson's we find the whole man foreshadowed. It is a prospectus, a revelation and a prophecy.

¶ To every lover of Emerson it is Holy Writ. It was a prime factor in bringing about the spiritual freedom we now enjoy, and as such it will never grow old nor lose its fine flavor as of bay, thyme and sweet fern.

Alicia on Japan Vellum	$ 7.50
Three-Quarters Levant	10.00
Full Levant	25.00

THE LIFE OF ALI BABA

By Elbert Hubbard

¶ This is the appreciation of Ali Baba, not of Forty Thieves fame, but of East Aurora, discreetly and delectably done by his friend and coadjutor, Fra Elbertus (also of East Aurora), who tells of the Life, Labors and Public Services of a good man and true; with copious extracts from his Orphic Sayings, and instructive moral anecdotes relating to his career—told for the education and edification of the young. Completed by the Grace of God on St. Hyacinthus Day, anno Christi, Eighteen Hundred Ninety-nine, and done into a printed book by The Roycrofters.

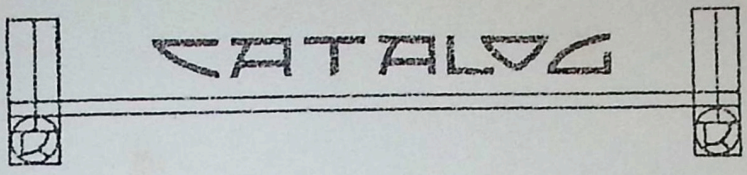
Boards with Leather Backs . . .	$ 2.00
One Full Levant	50.00

RESPECTABILITY

By Fra Elbertus

¶ To understand respectability in its true sense and to know what its rise has meant to the world, is to realize what its remedy must be. With this very understanding Fra Elbertus has pointed us our way, knowing well that there is no happiness save in knowing that we are struggling toward the light. ¶ "Now are we the sons of God, and it doth not yet appear what we shall be." ¶ The edition has been exhausted in all bindings except

Three-Quarters Levant	$10.00
Modeled Leather	10.00
Full Levant	25.00
Full Levant	30.00



PRICELESS VOLUMES THAT HAVE PRICE

¶ The books in the following list are both rare and scarce. In many cases there are but two or three copies of an edition, and these have value above the stated price because the edition is so nearly exhausted.

¶ We list these without comment, giving style of binding and price.

¶ In a few years many of these books will be without price.

¶ THE TIME IS NOW.

A Lodging For The Night—*Stevenson*

Limp Leather, Turned Edge	$ 5.00
Three-Quarters Levant	10.00
Full Levant	25.00
Full Levant	50.00

Ballads of A Book-Worm—*Irving Brown*

Boards	$ 2.00

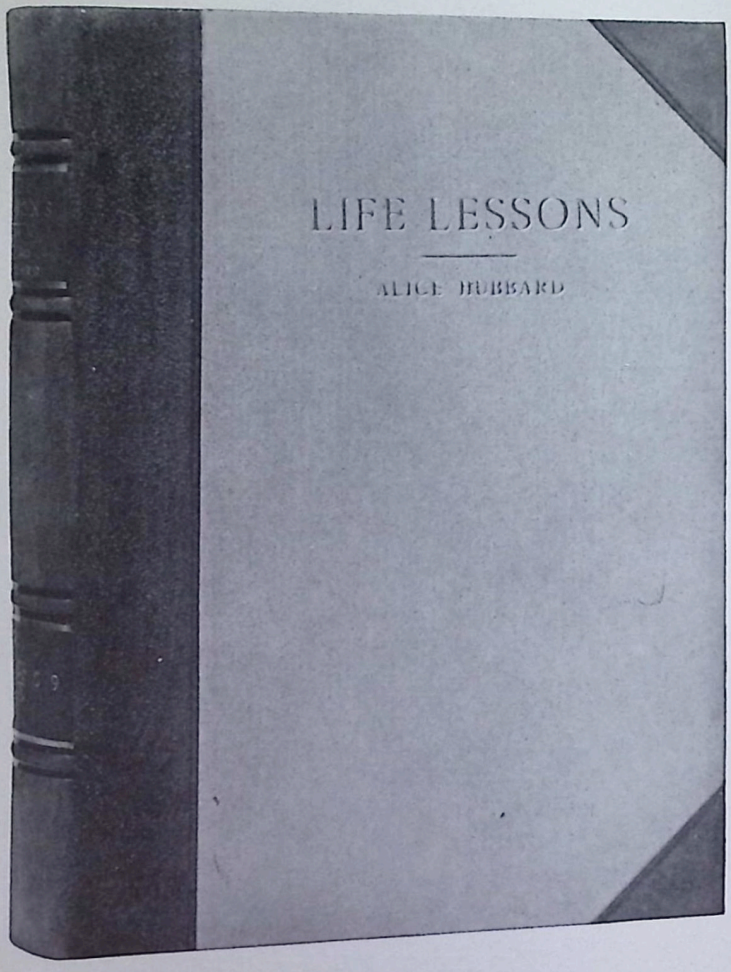
Contemplations—*Hubbard*

Three-Quarters Levant	$25.00
Three-Quarters Pigskin	35.00
Modeled Leather	35.00
Full Levant	35.00
Full Levant	50.00
Modeled Leather	250.00

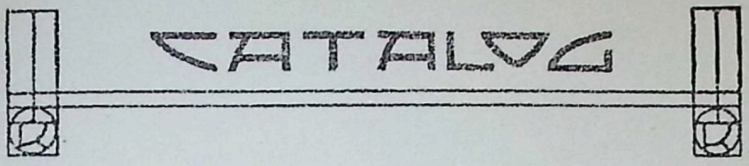
Essays of Elia—*Lamb*

Full Levant	100.00

CLARABARTON BINDING



LIFE LESSONS, *By Alice Hubbard*, $3.00



RARE BOOKS—Continued

Formulas for Bookbinders—*Kinder*

Boards with Leather Backs	$ 25.00
Three-Quarters Levant	50.00

Friendship—*Thoreau*

Three-Quarters Levant	$ 25.00
Full Levant	40.00
Full Levant	50.00
Modeled Leather	60.00
Full Levant	60.00
Full Levant	100.00
Full Levant	250.00
Modeled Leather	250.00

Joaquin Miller—*Hubbard*

Three-Quarters Levant	$ 10.00
Full Vellum	10.00
Full Levant	50.00

Old John Burroughs—*Hubbard*

Three-Quarters Ooze	$ 5.00
Three-Quarters Levant	10.00

Poe's Poems

Three-Quarters Levant	$ 10.00
Full Levant	10.00
Three-Quarters Levant	10.00
Modeled Leather	10.00

RARE BOOKS—Continued

Song of Myself—*Walt Whitman*

Limp Leather	2.00
Full Levant	25.00
Full Levant	50.00

The Book of Songs—*Heine*

Limp Leather and Board	$ 2.00

The Intellectual Life—*Hamerton*

Three-Quarters Ooze	$ 7.50

The Last Ride—*Browning*

Three-Quarters Levant	$ 10.00
Full Levant	100.00
Modeled Leather	100.00

The Story of A Passion—*Bacheller*

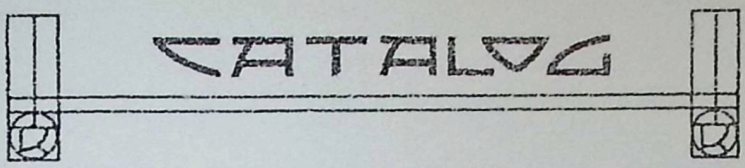
Three-Quarters Ooze	$ 5.00
Three-Quarters Levant	10.00

Thomas Jefferson—*Hubbard and Lentz*

Three-Quarters Levant	$ 10.00
Full Levant	25.00

Thoreau—*Hubbard*

Three-Quarters Levant	$ 10.00



THE BOOK OF THE ROYCROFTERS

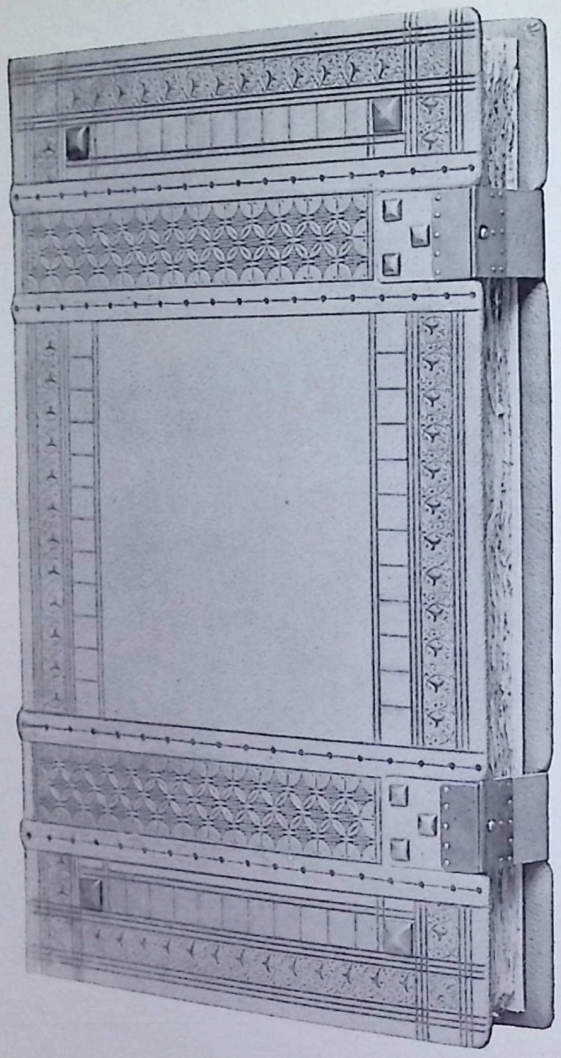
¶ Appreciation is an art—a fine art. Some say it is a lost art. Look into the Book of The Roycrofters: There it is, big and bold—a fine, loving, living art.
¶ There you will find appreciation of a beautiful story—of the homely grace of the working-day world and its people, of the beauty of trees and flowers, of vine-grown buildings; an appreciation of the right to work and the joy of a concentrated and a consecrated life.
¶ A glowing message out of the present to the people now on earth.
¶ The cover-design is individual and attractive. The book has solid board sides covered with handmade paper—a real Book of The Roycrofters. Price, One Dollar.

THE FRA MAGAZINE

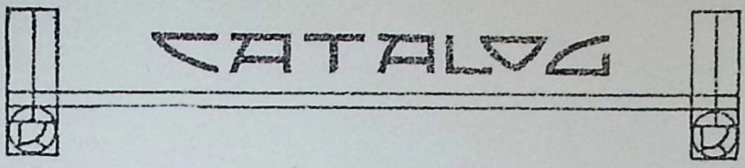
BOUND VOLUMES

¶ We bind "The Fra" six numbers in a volume, with covers and advertisements.
¶ This magazine is making itself felt for its true phosphorescent qualities. It is a journal of affirmation, and says things.
¶ The early volumes will increase in value. Gather them while ye may.
The binding is solid board sides with leather backs. Each volume, Three Dollars.

ROYCROFT RE-BINDERY



[58]' The Way The Roycrofters Protect a Valuable Book.



ROYCROFT RE-BINDERY

¶ This is to let the world know that we do a few things with our left hand which our right hand knoweth not; and being ambidextrous there is no jealousy between the members.

¶ We have always protected the beautiful things which we make with the best covering we could devise; but once a friend came along who had a choice old tome which we did n't make; he left it with us, we gave it our care, the result was a perfect book—and a happy owner.

¶ The pilgrims kept coming and a Department evolved.

¶ So now there is a book hospital—the only hospital we believe in, for here we can really give new cords and sinews, bands and backs; in fact, no bit of tissue is so delicate that we can't build it up.

¶ Remember that our work is Art—Art that is long, and your time is fleeting.

¶ Today is yours.

Rates For Re-Binding

PHILISTINES: Plain Boards, Leather Backs, without Covers and Ads. .	$ .75
LITTLE JOURNEYS: Plain Boards, Leather Backs, with or without Covers and Ads	1.50
Ooze-Sheep, Silk-Lined	2.00
Boards, Ooze-Calf Back and Corners .	3.50
FRA: Plain Boards, Leather Backs .	2.00

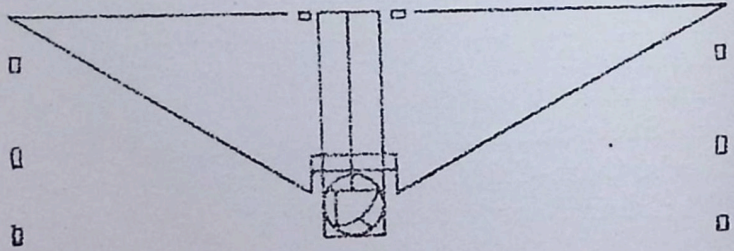
Ooze-Sheep, Silk-Lined 3.00
Boards, Ooze-Calf Back and Corners . 4.00
Above bindings of "The Fra" exchanged for monthly numbers at prices quoted.

BOOKS IN SIZES UP TO OCTAVO:

Ooze-Sheep, Silk-Lined . . . . . $ 2.00
Ooze-Calf, Silk-Lined, Turned Edge . . 3.50
Plain Boards, Leather Backs 2.00
Boards, Ooze or Plain Calf Back and Corners 3.50
Three-Quarters Levant, or Antique Pigskin . . . . . $ 5.00 up
Levant, Antique Pigskin, or Modeled Calf . . . . . 15.00 up
Full Parchment, Boards . . . . 10.00 up
Mending, Cleaning, Plate-Inserting and Jobs requiring more work than usual, extra charge.

GUEST-BOOKS

¶ The Ornaments of a Home are the Guests who frequent it.
Limp Leather, Silk-Lined . . . . . $ 2.00
Limp Leather, Turned Edge 3.00



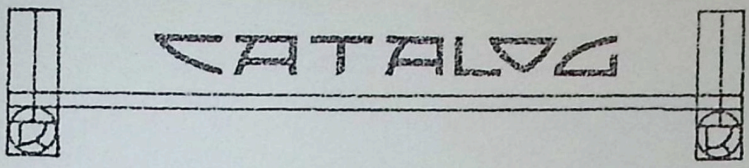
CATALOG

LEATHER

No greater blessing than the artistic conscience can come to any worker in art—be he sculptor, writer, singer or painter. Hold fast to it and it shall be your compass in time when the sun is darkened

OLD-STYLE BELLOWS

L-1
10″ x 24″
$ 20.00



ROYCROFT LEATHER GOODS

¶ The value which attaches to a gift is of course the beauty of the thought which prompts it. But where there is a rare and unique beauty in the gift the joy of the giver is complete.

¶ We have heard of the blessedness of giving until we have a little doubted, but there is a blest satisfaction in knowing that your gift is, in itself, adorable.

¶ You will find the same minute care in design and execution of the leather work that you have seen in our modeled-leather books. Beside this, there is the freedom of design in making special articles which the text of a book limits.

¶ We are able to make anything in the leather-worker's art, and we shall be glad to submit designs for screens, panels and friezes for dens and libraries. No other art-leather department in the world can equal the Roycroft work.

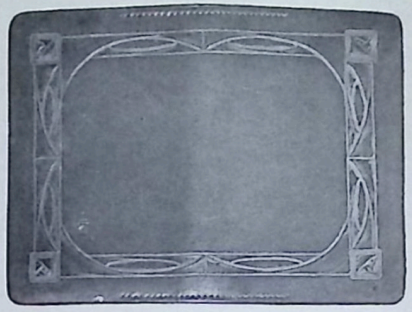
¶ This is no boastful doubt—it's a fact.

¶ Look through these pages and you will agree with us that Hope and Peace and Love make Art possible. We offer you the product of these things for your Christmas giving or for any other loving giving.

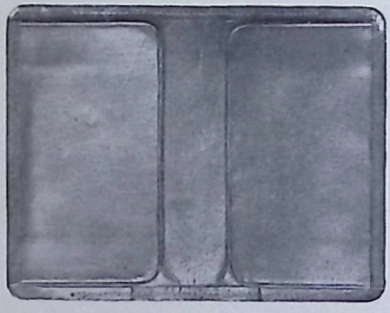
¶ The order-blanks at the back of this catalog were made for your convenience.

CARD CASES

L-3



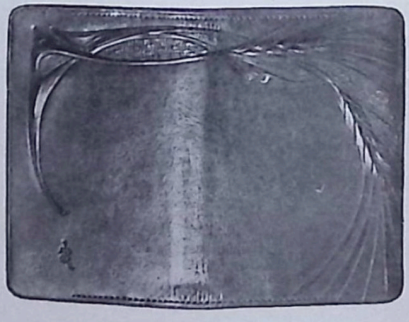
L-3



L-5

L-5

L-7



L-5

CARD-CASES

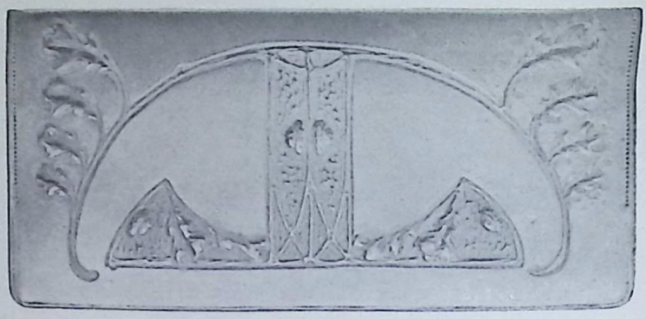
L-3, Closed, 3 x 4⅝ in. L-3, Open, 4⅝ x 6 in.	$5.00
L-3a, Same design as L-3, 2¾ x 4 in. . .	4.00
L-5, Closed, 3 x 4⅝ in. L-5, Open, showing pockets, 4⅝ x 6 in.	4.00
L-5a, Same design as L-5, 2⅝ x 4¼ in. .	3.00
L-7, 3¼ x 5 in.	5.00
L-9, 2¾ x 4 in.	1.25
L-11, 3 x 4¼ in.	1.50
L-13, 2⅝ x 3½ in.	1.00

L-9

L-11

L-13

BILL-BOOKS



L-15

Closed, $4\frac{1}{4}$ x $8\frac{3}{4}$ in. Open, $8\frac{3}{4}$ x $8\frac{3}{4}$ in.
Gusset pockets, $10.00

L-17

Closed, 4 x 4 in.
Open, 4 x 8 in.
Five Pockets . . $5.00

L-19

Three-fold book with opening for pass-card. Closed, 3 x $4\frac{1}{2}$ in. Open, $4\frac{1}{2}$ x $8\frac{3}{4}$ in. . . $7.50

PURSES

L-21

Ladies' Coin-Purse, $2\frac{3}{4}$ x $3\frac{1}{4}$ in.
Two Pockets . . $1.50

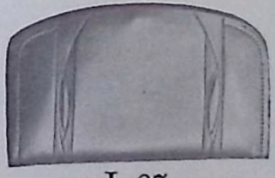
Gentleman's Purse $2\frac{3}{4}$ x $4\frac{1}{2}$ in.
Four Gusset Pockets, $9.00

L-23

L-25

Ladies' Bill-Pocket
2 x $4\frac{3}{4}$ in., Three Pockets
$2.50

Coin-Purse, $2\frac{1}{2}$ x $4\frac{1}{2}$ in. $2.50



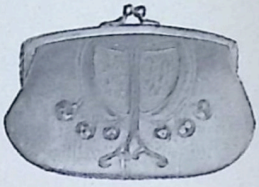
L-27

BILL-BOOKS AND PURSES

L-29

Combination Bill-Book and Card-Case. Closed, $2\frac{1}{2} \times 4\frac{3}{4}$ in. Open, $4\frac{3}{4} \times 5\frac{1}{2}$ in. $4.00

Child's Coin-Purse
$2\frac{1}{2} \times 3\frac{1}{2}$ in. . . . $1.25



L-31

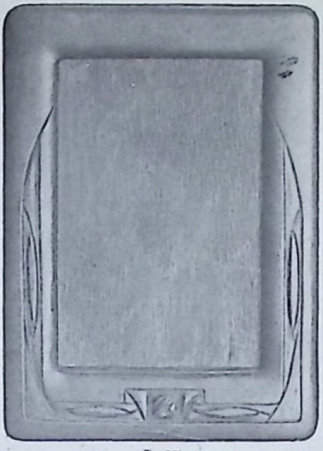
L-33

Coin-Purse with two pockets and strap back. $2\frac{7}{8} \times 3\frac{1}{8}$ in. . $4.50
Without strap . . . 4.00

L-35

Glove-Case, $4\frac{7}{8} \times 13\frac{3}{8}$ $15.00

PHOTOGRAPH-FRAMES

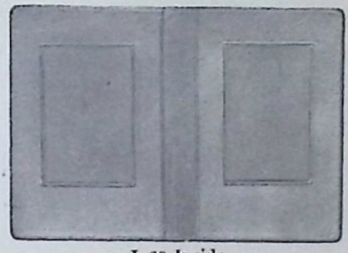


L-37

Photograph-frame with standard opening, $3\frac{1}{2}$ x $5\frac{5}{8}$ in., $4.50

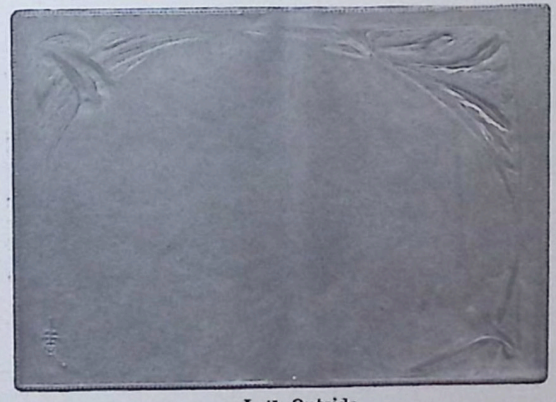
We also make special frames to your order

L-39 Outside



L-39 Inside

Openings, $1\frac{5}{8}$ x $2\frac{3}{8}$ in.
$1.00 and $1.50



L-41 Outside

Oval openings, 3 x $4\frac{1}{4}$ in. $3.00

SHOPPING-BAG

L-43

Shopping-Bag having inside pocket with bill-purse $8\frac{1}{2} \times 9\frac{3}{4}$ in. $20.00

SHOPPING-BAG

L-45

Shopping-Bag with coin-purse, $5\frac{1}{2}$ x 8 in. $18.00

MUSIC-FOLD

L-47

Music-Fold, 12x15 in. $15.00

This fold will take a full sheet of music, and has side wings and side handles.

L-47a

Music-Bag, with gusset sides and top handle 12x15 in. $15.00

MUSIC-ROLL

L-49

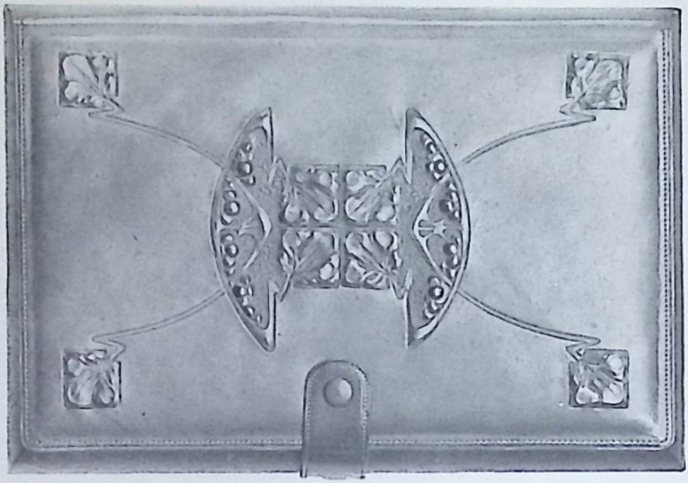
Open 15 x 16 in. $6.00
Same size as L-49, in different design . 4.00

JEWEL-BOX

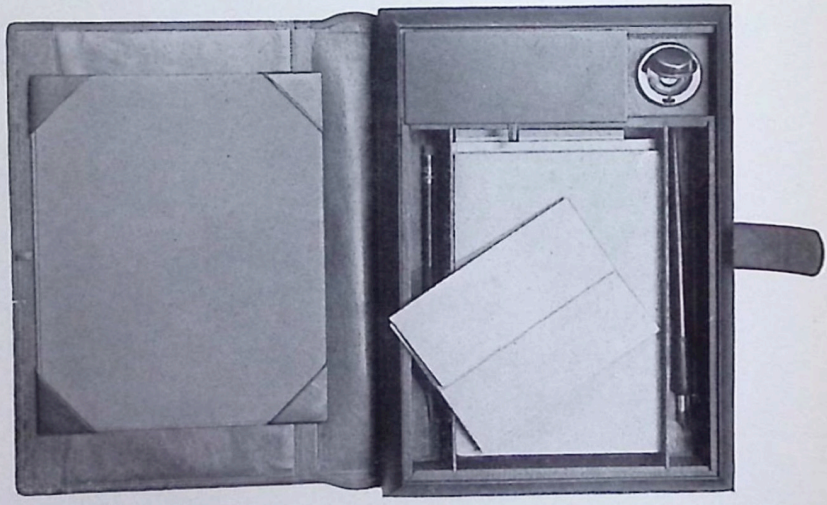
L-51

1½ x 4 in. $6.00

TRAVELERS' WRITING-CASE

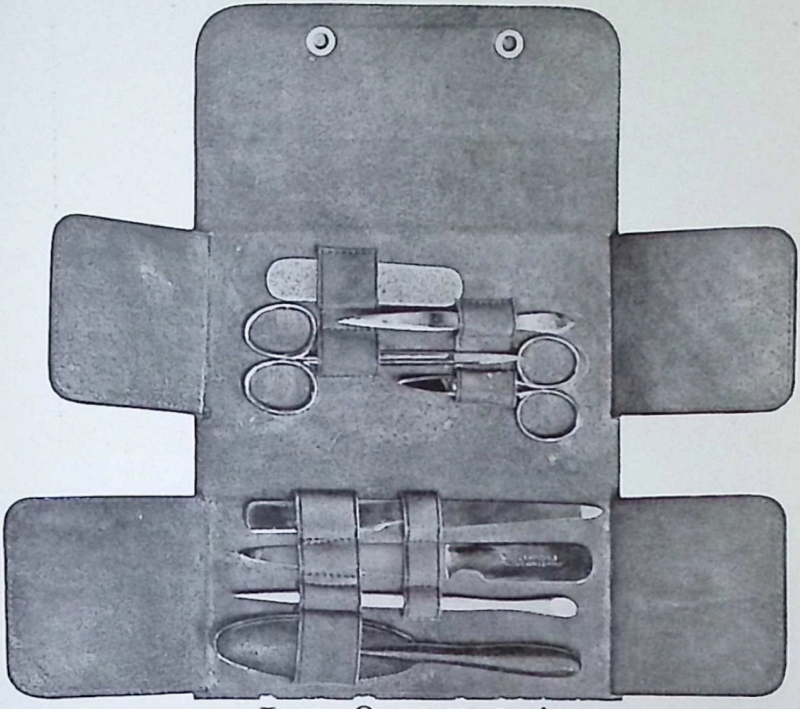


L-53, Closed, 2 x 9 x 13 in.



L-53, Open, 2 x 13 x 18½ in. . . $15.00

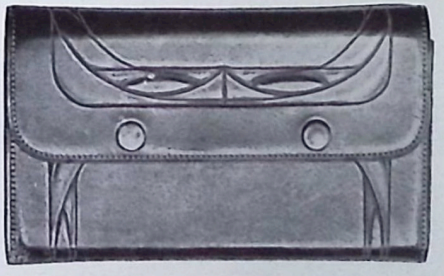
MANICURE-CASE



L-55, Open, 6 x 10 in.

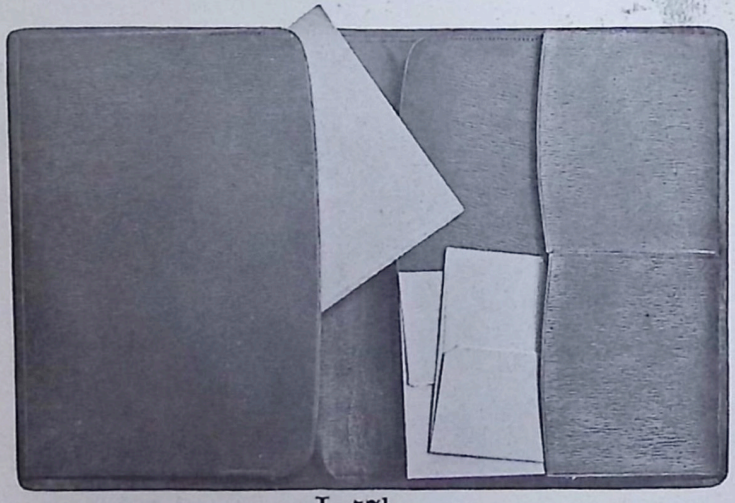
L-55, Closed, 3½ x 6 in. . $12.00

Our manicure-cases are fitted with J. A. Henckels' instruments known as "Twin-Works." This mark on cutlery always gives it place.



PORTFOLIOS

L-57a



L-57b

PORTFOLIOS

L-57a

Open, outside, 11½ x 16 in. Closed, 8 x 11½ in. $25.00

L-57b

Open, inside, 9¾ x 15 in. Closed, 7½ x 9¾ Conventional design $10.00

The same pockets will be found in L-57a as are shown in L-57b. These portfolios differ very little in size, but the design is more elaborate in L-57a, and the leather is of a finer quality.

ROYCROFT STATIONERY

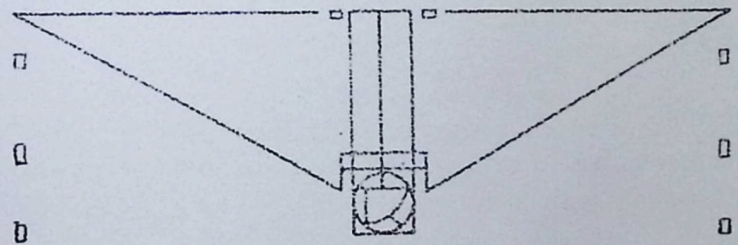
¶ Stationery with the Roycroft seal on paper and envelopes.

Roycroft Yellow Bond, the quire . $ .50

Italian handmade paper in colors brown, white or green 75

Cream white vellum, the quire . . .75

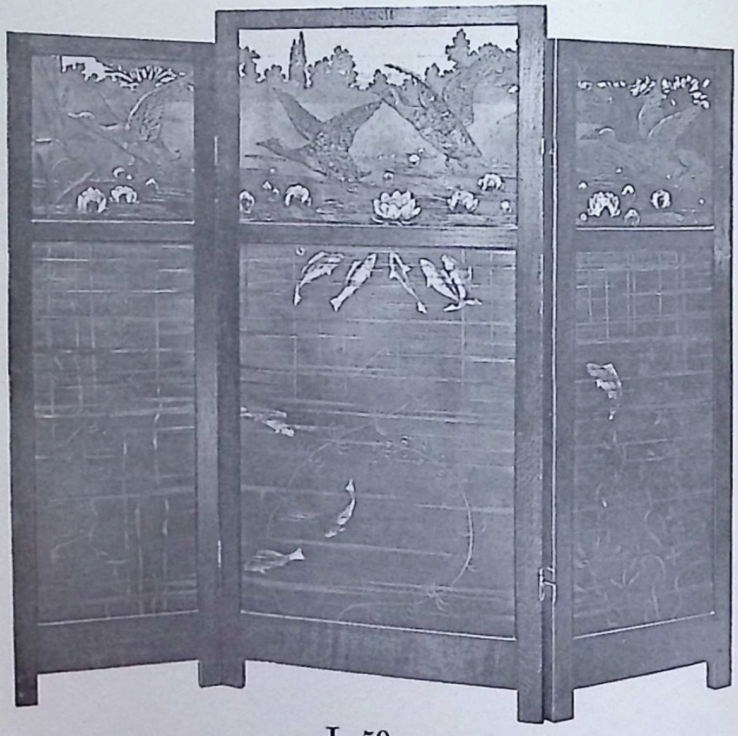
¶ Our Printing Department is equipped to fill special orders for names, addresses and monograms, or for any inscription desired on paper and envelopes. The price proportionate to order.



MODELED-LEATHER SCREEN

¶ This modeled-leather screen has no equal for beauty in design or perfection in execution.

¶ There is no other like it, and there never will be another. There is a joy in the possession of a thing which no one else has or can have. We offer you that joy.



L-59

¶ The width of the screen (three panels) is six feet, seven inches. The height of the middle panel is five feet, eleven inches.

The price $200.00

MODELED-LEATHER BASKETS

L-61

9 x 15 in. $12.00

VASE AND TABLE MATS

L-63
15 in. diameter, - $3.50

L-67
10 in. diameter
$1.75

L-65
12 in. diameter
$2.25

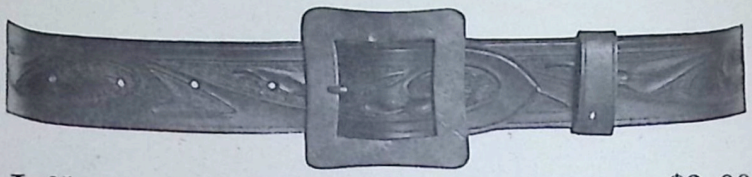
TABLE-MAT

L-69, 20 in. diameter . . . $7.50

We make these mats, beside those shown in cuts, in various designs and in the following sizes:

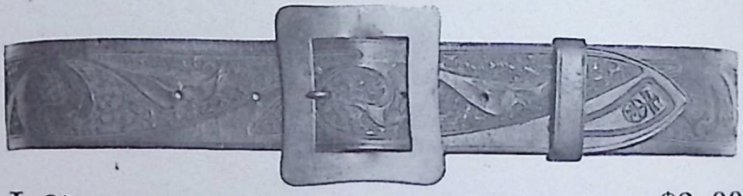
L-71, 6 in. diameter	$ .75
L-73, 7 in. diameter	1.00
L-75, 8 in. diameter	1.25
L-77, 9 in. diameter	1.50
L-79, 18 in. diameter . . .	5.00

HANDMADE BELTS



L-81 . . . . . $3.00

L-83 . . . . . $3.50



L-85 . . . . . $3.00

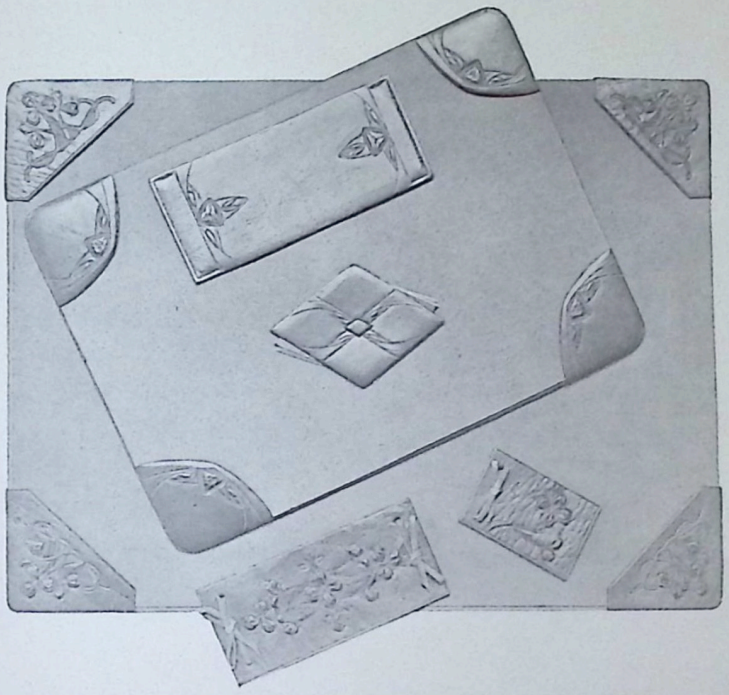
L-87 . . . . . $4.50

We have these belts in all sizes from twenty to thirty inches. We can make belts of any size from any of our designs.

Bear in mind that special orders mean special time: and special designs, special prices.

DESK-SETS

INCLUDING HAND-BLOTTER AND PEN-WIPER



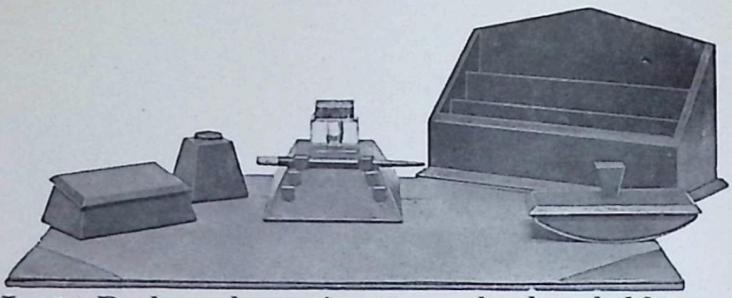
Design L-89, small pad, 12x17 in.
Design L-91, large pad, 16x24 in.

L-89,	12x17 in.	$7.50
	16x24 in.	9.00
L-91,	12x17 in.	3.00
	16x24 in.	4.00

Our desk-pads are made in the two sizes shown above. The designs vary.

COMPLETE DESK-SET

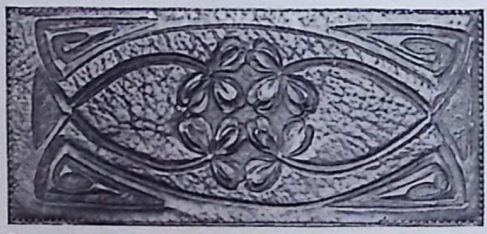
SEVEN PIECES



L-93, Desk-pad, stationery-rack, hand-blotter, brush-cup, stamp and elastic box, cut-glass inkwell, leather penholder. Full Set . . $20.00

HAND-BLOTTER AND PEN-WIPER

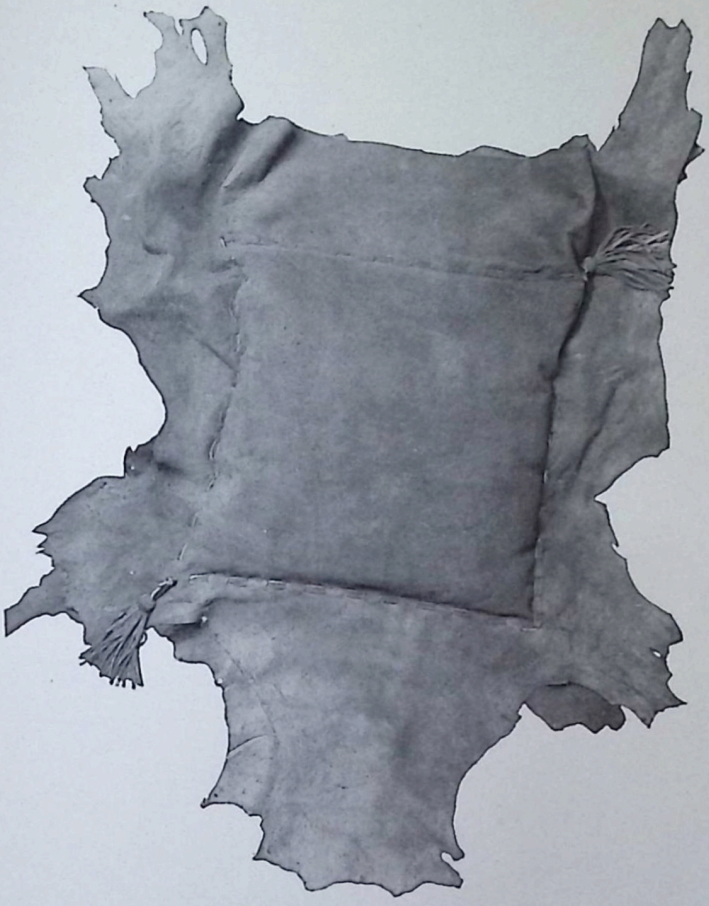
L-95a . . $ .50



L-95b . . . $ .75

We make these sets in various designs.

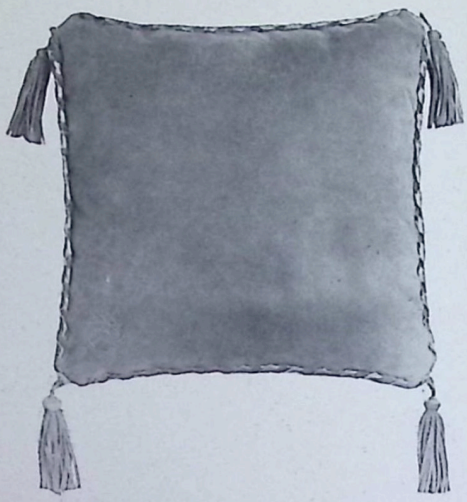
OOZE-LEATHER PILLOWS



L-97

Whole-skin pillow, 20x20 in., all colors . $5.00
These pillows are discreetly marked with the Roycroft emblem.

LEATHER PILLOW



L-99
Plain-skin pillow with laced edge, 20 x 20 in., all colors, . $6.00

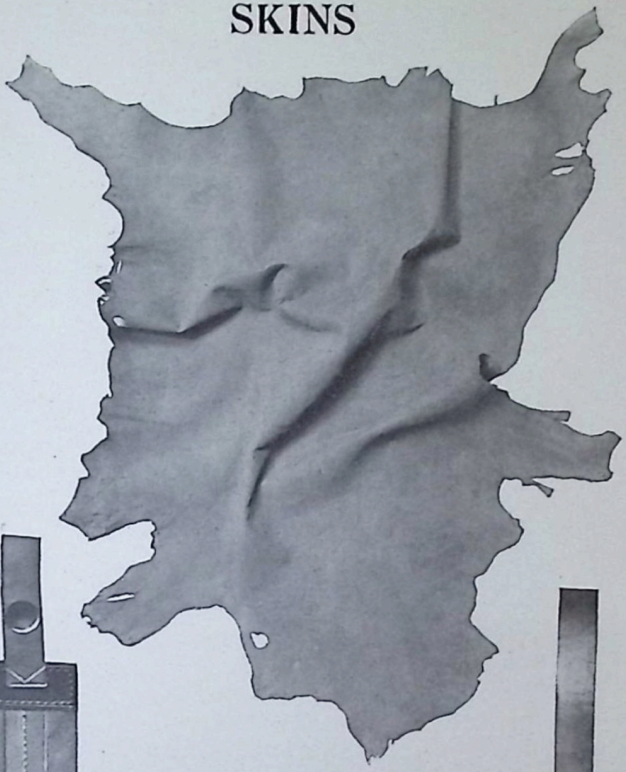
CIGAR-CASES

L-101
Telescope Case
$3\frac{1}{4} \times 4\frac{3}{4}$ in. . $3.00

L-103
Match-Safe
$ .50

L-105
Gusset sides with flap top. $3\frac{1}{2} \times 5\frac{1}{4}$ in. $5.00

SKINS

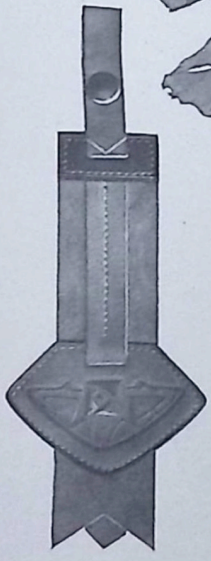


L-107

Velvet-finish sheepskins, marked with the Roycroft emblem, in all colors, $2.00

Goatskins, velvet finish, all colors . . $3.00

Calfskins, very fine quality . . $4.00



L-109
Watch-Fob, $1.00

L-111
Coin-Fob, $1.00

ROYCROFT LEATHER BALLS

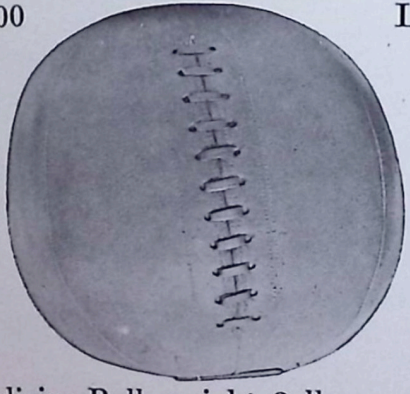
L-113, Medicine-Ball, weight 5 lbs. . $5.00

Hand-Balls

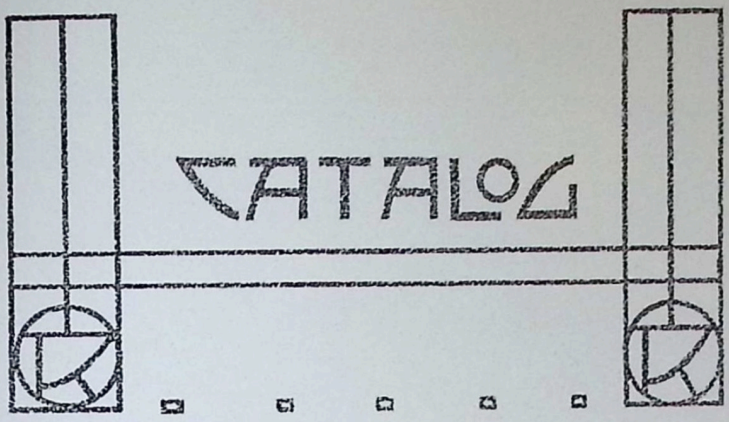
Also used for indoor baseball

L-115, $1.00

L-117, $ .50



L-119, Medicine-Ball, weight 3 lbs. . $3.00



METAL WORK

Art is the expression of a man's joy in his work. You must let the man work with hand and brain, and then, out of the joy of this marriage, beauty will be born

STEIN

C-2

Stein made of copper, with German silver bands set with jade. The cover is of German silver and copper. German silver handle and silver-plated lining, 4½ x 6 in. $25.00

THE ANVIL CHORUS

As done by hand in Fra Baldini's Shop.

¶ We make neither horseshoes nor coffin-nails, nor characters in Baldini's Shop—but we can give you something just as good.

¶ Oh no, that 's not the chorus you were thinking about, for where the hand and hammer are so much in evidence the modern speaking-trumpet is of little use

¶ If you want Baldini to work for you, just chalk up a request on his green door and the hired man will take it in, or perhaps it will be the hired girl.

¶ You see, it 's this way. So many people have been along here this Summer and have liked the Fra's bowls and lights and trays and desk-sets so well that we had to say, "Now, don't sell that until we take its picture." So, on the following pages are the pictures of Fra Baldini, His family jewels.

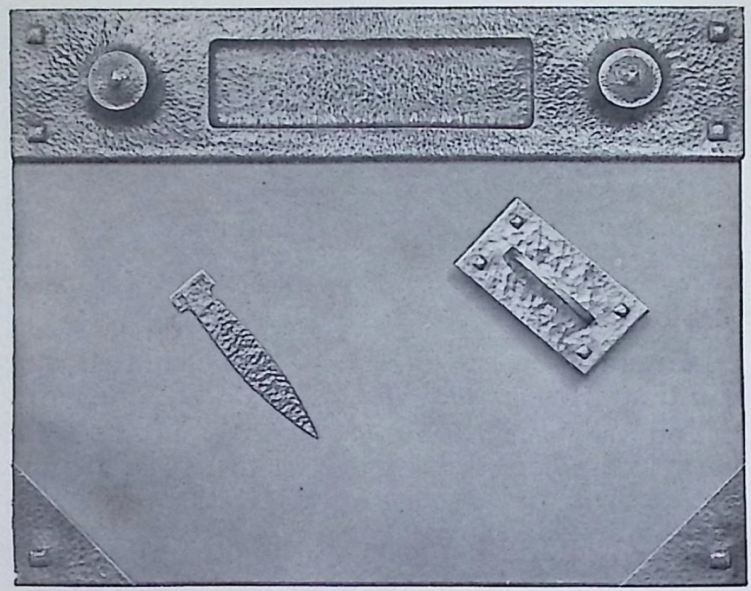
¶ He told us in secret that he could make anything that would come out of copper sheets by dint of careful thought and good muscle, and that he 'd rather make special designs than anything he knew, but that we would have to give him a little extra time for them.

¶ Also, he wants you to bear in mind that no two pieces of copper look exactly alike. Therein lies the charm of the work and the beauty of the article

¶ We pay the freight.

Address, THE ANVIL CHORUS, care of
THE ROYCROFTERS, East Aurora, New York

HAMMERED-COPPER DESK-SET



C-4, With stationary inkpots and pen-tray, $19\frac{1}{2}$ x $23\frac{1}{2}$ in. $18.00
C-6, Hand-Blotter 2.00
C-8, Paper-Knife 50

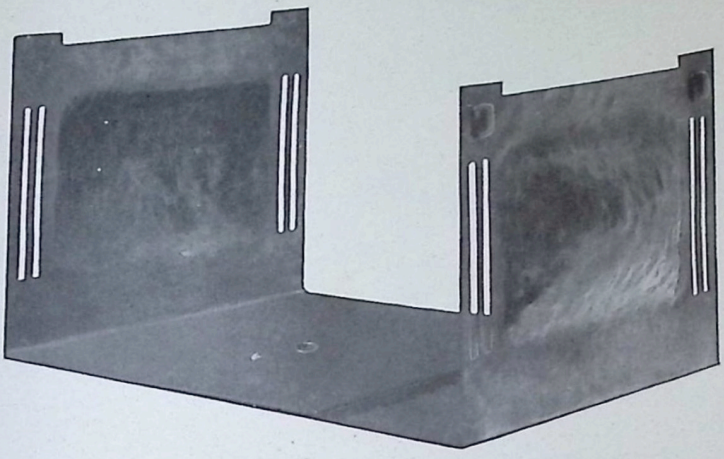
Handmade Paper-Knives

C-10 . . . . . $ .50

C-12 . . . . . $1.75

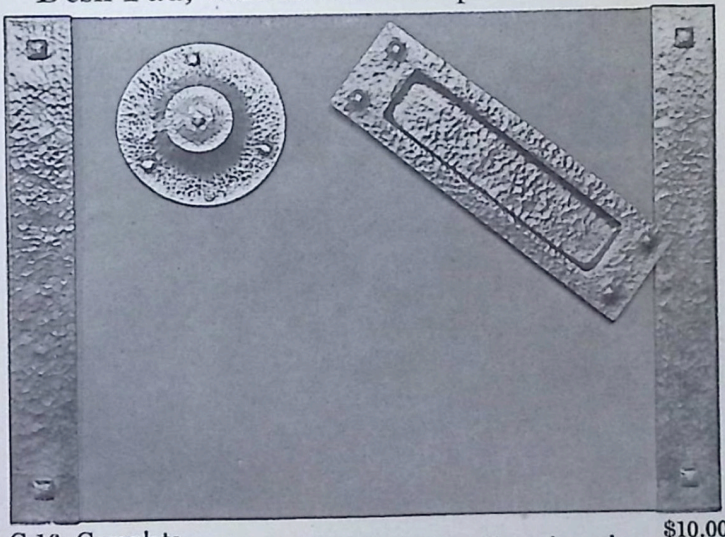
BOOK-ENDS

(HAMMERED COPPER)



C-14 . . . . . $3.00

Desk-Pad, with movable Inkpot and Pen-Tray



C-16, Complete $10.00

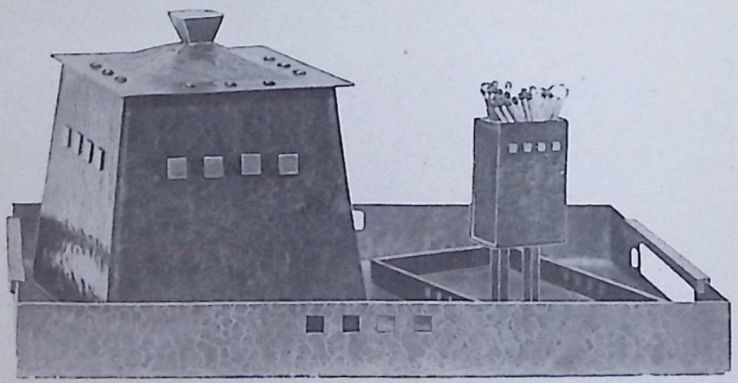
C-18, Pad, 15 x 20 in., $5.00. C-20, Inkpot, $4.00. C-22, Pen-Tray, $1.50

HAMMERED-COPPER NUT-SET

C-24, Complete	$15.00
C-26, Nut Bowls	6.00
C-28, Plates, each, $ .75, Set	4.00
C-30, Picks, each, $ .75, Set	4.50
C-82, Spoons	1.50

SMOKER'S SET

(HAMMERED COPPER)

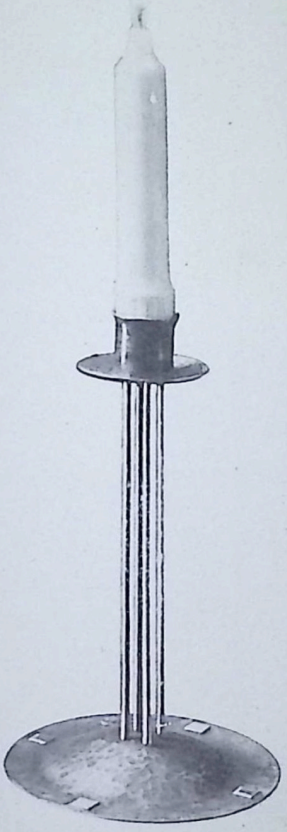


C-34, Complete	$15.00
C-36, Tobacco-Jar	9.00
C-38, Tray, 8x12 in.	5.00
C-40, Match-Holder and Tray, 3x5 in.	2.50

CANDLESTICKS

MADE OF HAMMERED COPPER AND GERMAN SILVER

Candlesticks are useful and should be ornamental. We have made both in one and the one in both, singly and in pairs.



C-42

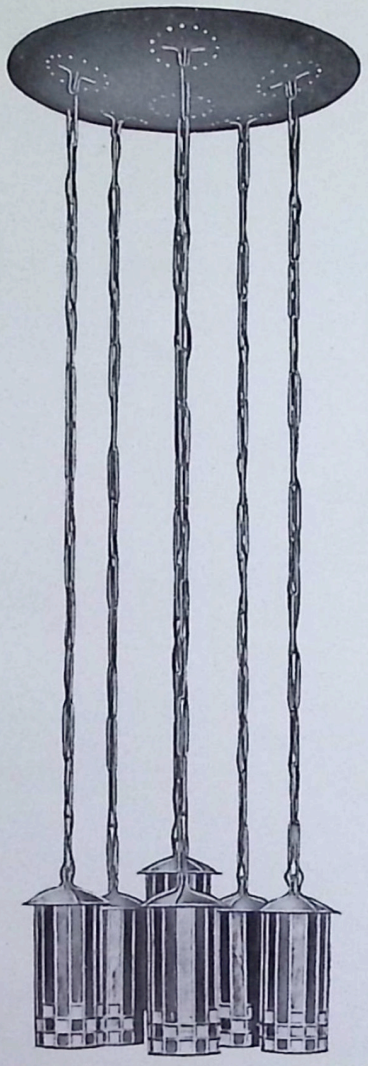
Single Candlestick, $3.50
The pair . . 7.00

C-44

Single Candleholder
$4.50

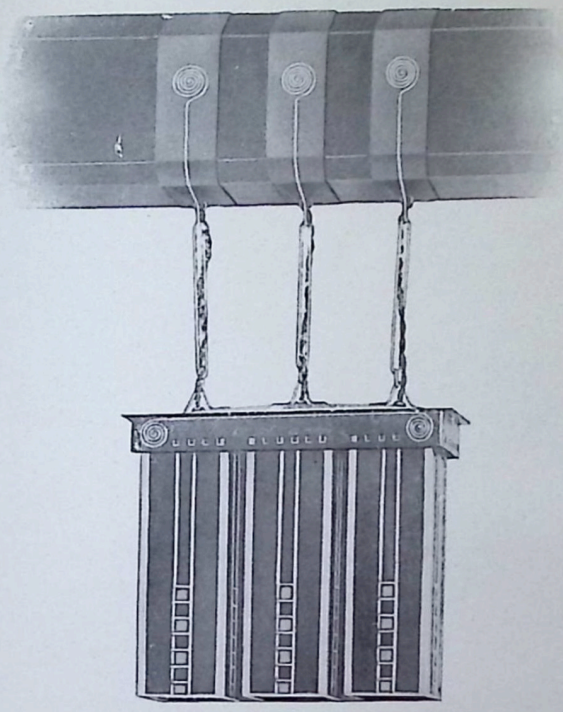
CATALOG

LIGHTING FIXTURES



C-46, Six-light Electrolier, having round shades leaded with modern art glass, 4x8 in. with German silver tops, chains and canopy . $100.00
Same as C-46, copper tops and canopy; German silver chains . 75.00

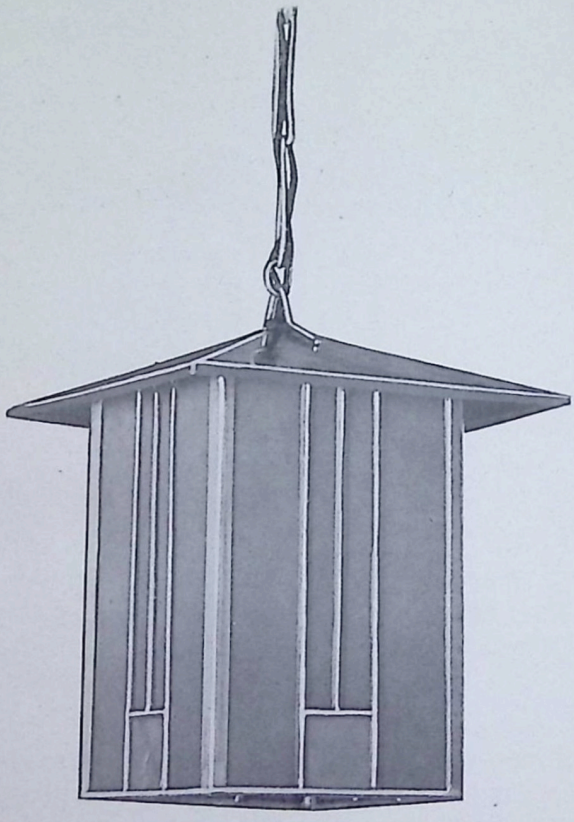
LIGHTING FIXTURES



C-48, Three-light Electrolier, having square shades, leaded with modern art-glass; 4½ x 12 in.; tops and canopy made of copper and German silver; German silver chains $35.00

We shall be glad to submit special designs for lighting fixtures, adapted for electricity, gas or oil, and will give prompt attention to the designing of a particular article to be made especially for a place that needs it.

LIGHTING FIXTURES

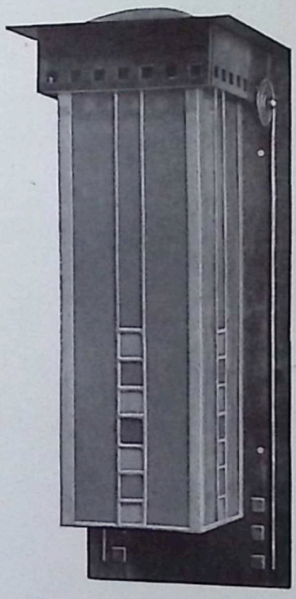


C-50, Electric Lantern, with square shade, leaded with modern art-glass, 5x8 in., copper top, chains and canopy $10.00

We also make table-lamps with modern art-glass shades, base and standard of copper and German silver. The cost of such lamps varies with the design.

LIGHTING FIXTURES

Electric side-wall lamp,
Round . . $15.00

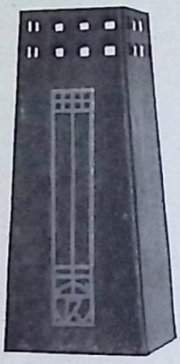


Electric side-wall lamp,
Square . . $15.00

These lamps are leaded with modern art-glass and are especially adapted to rooms where the desired effect is a soft glow rather than a strong illumination.

HAMMERED-COPPER VASES

C-56



C-58

C-60

There is no means of dining-room or library decoration more beautiful than these unique vases. They are simple, dignified, beautiful, without in any way detracting from the beauty of the flower.

C-56, Plain, depth, $6\frac{7}{8}$ in. . . . . $ 5.00

C-58, With German silver Roycroft mark, depth, $6\frac{3}{4}$ in. . . . . $ 7.00

C-60, Round, with German silver trimmings, depth, 7 in. $10.00

ABOUT BOWLS AND TRAYS

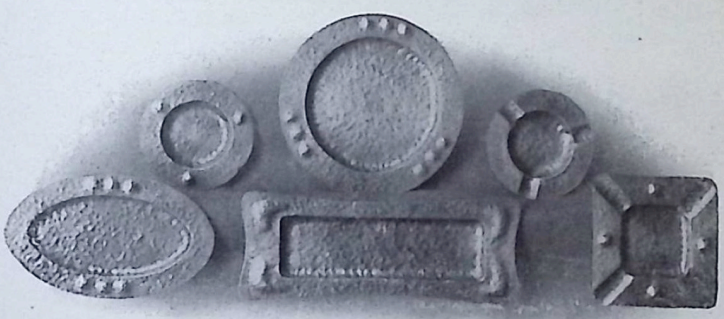
All our bowls and trays are raised over stakes, and so have the weight and character which it is not possible to obtain by spinning.

CATALOG

BOWLS AND TRAYS

TOP ROW, From left to right . C-62, C-64, C-66
BOTTOM ROW, From left to right, C-68, C-70, C-72

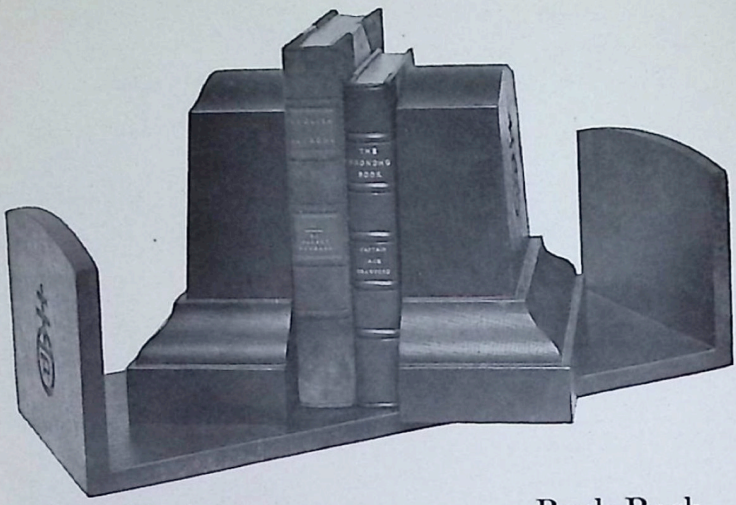
C-62, $1\frac{7}{8}$ x 5 in.	$1.50
C-64, $3\frac{1}{2}$ x $7\frac{1}{2}$ in.	8.00
C-66, $1\frac{3}{8}$ x $4\frac{1}{4}$ in.	2.50
C-68, $1\frac{3}{4}$ x 7 in.	5.00
C-70, $3\frac{1}{4}$ x $5\frac{1}{2}$ in.	5.00
C-72, $2\frac{3}{4}$ x 5 in.	3.00



TOP ROW, From left to right . C-74, C-76, C-78
BOTTOM ROW, From left to right, C-80, C-82, C-84

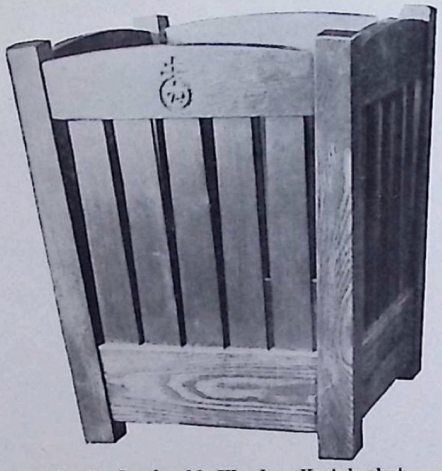
C-74, $4\frac{3}{4}$ x $4\frac{3}{4}$ in.	$ .50
C-76, 8 x 8 in.	1.25
C-78, $4\frac{3}{4}$ x $4\frac{3}{4}$ in.	.50
C-80, 5 x 8 in.	1.25
C-82, $4\frac{1}{2}$ x $11\frac{1}{2}$ in.	1.75
C-84, $5\frac{1}{2}$ x $5\frac{1}{2}$ in.	1.00

LIBRARY NEEDS



Book-Blocks
Oak, $1.50. Mahogany, $5.50

Book-Rack
Oak, $1.50. Mahogany, $1.75



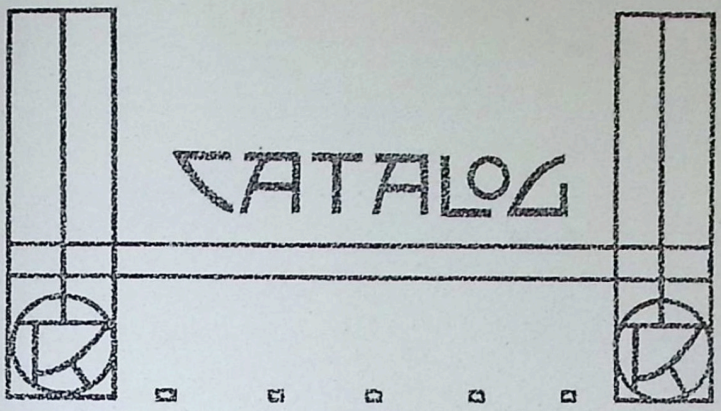
A Really Serviceable Wooden Wastebasket

Wastebaskets

13¾ in. square at top, 11 in. square at bottom, 16 in. high.
Oak . $ 8.50
Mahogany, 10.50

12½ in. square at top, 9½ in. square at bottom, 13 in. high.
Oak . . $ 8.00
Mahogany, 10.00

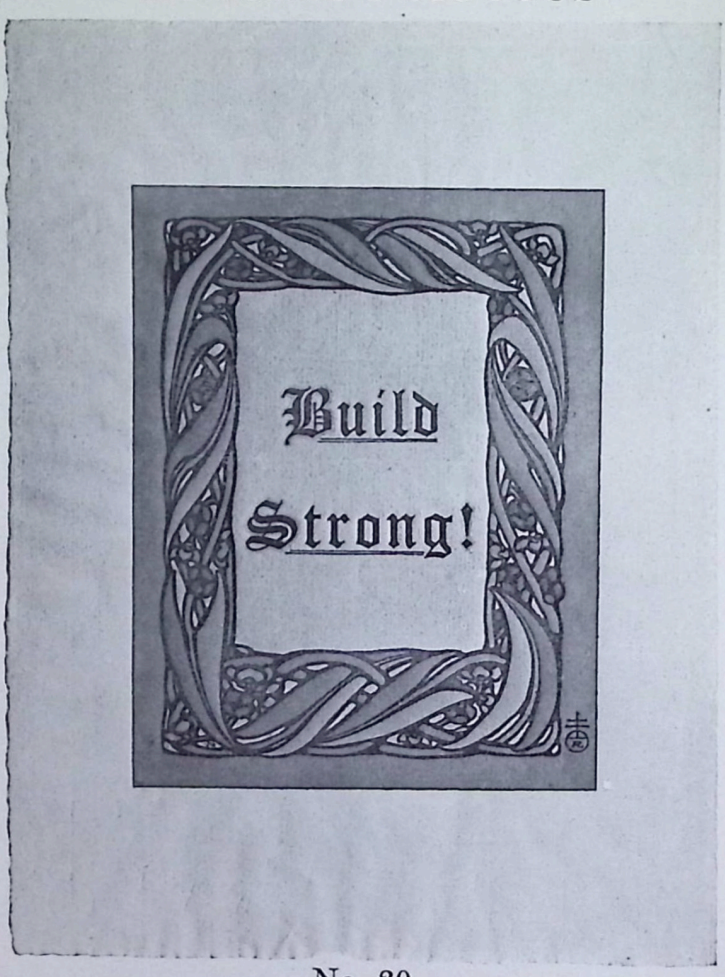
We do not pay carriage on these goods.



MOTTOS

The great orator always shows a dash of indifference for the opinion of his auditors; and the great writer is he who loses self-consciousness and writes himself down as he is, for at the last analysis all literature is a confession

ROYCROFT MOTTOS



No. 30

Illumined, 11½x15½ in. $1.00
Unillumined 25

CATALOG

¶ Mottos, orphics and epigrams are not only a sign of the times, but they are also the SIGNS of A TIME—electric or not—that depends on your wire.

¶ Man's earliest language was a sign language, and man's modern language is a sign language.

¶ The orphic, the epigram is the thought sign of our modern civilization.

¶ Man's earliest sign to his brother implied Do or Don't! Today the command is the same.

¶ Keenly, Kurtly, Kindly, man is reminded to do and not to do, and still in the language of signs.

¶ Some signs are more significant than others. Some beckon into pleasant places and some lead in devious ways.

¶ We have signs for all sorts and conditions of men—for long, thin men with grouches; for round, sleek men who smile; for gray men, for tawny men; for serious men and funny men—signs for Dainty Dorothea and for Mary Jane De Vote.

¶ Here follows the list, with a few specifications:

¶ Roycroft mottos are printed on three grades of paper; namely, Italian Handmade, Imperial Japan Vellum, and Charcoal Cover. A few are on English Boxmoor, and some are illumined after the craft of the early printers and bookmakers.

¶ The profit on such mottos is infinitesimal, so we ask our friends to Remit with Orders.

¶ If our goods do not please you, we will exchange them without parley. If you must talk, we will send your money back.

¶ We prepay carriage on all goods from this department except wooden frames, mounting-

boards, and oak slabs. ¶ If you are a good Roycrofter you will order by number and state price. If you are not—but there, we know you are. ¶ Now then—the list:

¶ Printed on Italian handmade paper or Boxmoor. Size 11½ x 15½.

Price for each illumined motto . . . $1.00
Price for each unillumined motto 25

THE LIST

11 An Invocation to Man—All the love I know is man's love. All the forgiveness I know is man's forgiveness. All the sympathy I know is man's sympathy.

The fact that you are a human being brings you near to me—it is the bond that unites us. I understand you because you are a part of myself.

You may like me or not—it makes no difference; if ever you need my help, I am with you. Often we can help each other most by leaving each other alone; at other times we need the hand-grasp and the word of cheer. What your condition is in life will not prejudice me either for or against you.

What you have done or not done will not weigh in the scale. ¶ If you have been wise and prudent, I congratulate you, unless you are unable to forget how wise and good you are, then I pity you.

If you have stumbled and fallen, been mired in the mud, and have failed to be a friend to yourself, then you of all people need friendship, and I am the friend of all, whether successful or unsuccessful, college-bred or illiterate.

You all belong to my church. I could not exclude you if I would. But if I should shut you out, I would then close the doors upon myself and be a prisoner, indeed.

The spirit of love that flows through me, and of which I am a part, is your portion, too. The race is one, and we trace to a common divine ancestry.

I offer you no reward for being loyal to me, and surely I do not threaten you with pain, penalty and dire ill-fortune

if you are indifferent to me. ¶ You can not win me by price or adulation.
You can not shut my heart toward you, even though you deny and revile me.
Only the good can reach me, and no thought of love you send can be lost.
All the kindness you feel for me should be given to those nearest you, and it will all be passed to your credit, for you yourself are the record of your thoughts, and no error can occur in the count.
You belong to my church, and always and forever my friendship shall follow you, yet never intrude.
You belong to me—you are a member of my church—all are members of my church, none are excluded or can be excluded. So over the plains and prairies, over the mountains and seas, over cities and towns, in palaces, tenements, moving-wagons, dugouts, cottages, hovels, sleeping-cars, day-coaches, cabooses, cabs, in solitary cells behind prison-bars, or wandering out under the stars, my heart goes out to you, and I wish you well. Only love do I send, and a desire to bless and benefit. Amen.

23 Be gentle and keep your voice low.

29 Books, like friends, should be few and well chosen. Like friends, too, we should return to them again and again—for, like true friends, they will never fail us—never cease to instruct—never cloy.

27 Blessed is that man who has found his work.

38 Constantly striving to make our best, better.

247 Do not keep your kindness in water-tight compartments—if it runs over a bit 't will do no harm.

44 Don't pray cream on Sunday and live skim-milk the rest of the week.

45 Don't Scrap! Do unto others as you would be done by.

52 Do your work as well as you can, and be kind.

55 Enthusiasm is the lubricant that makes the wheels of Trade go round. A grouch is sand in the bearings. Enthusiasm, like factory melancholia, is catching.—Fra Elbertus.

59 Every employee pays for superintendence and inspection. Some pay more and some less. That is to say, a dollar-a-day man would receive two dollars a day were it not for the fact that some one has to think for him, look after him and supply the will that holds him to his task. The result is that he contributes to the support of those who superintend him. Make no mistake about this: Incompetence and disinclination require supervision, and they pay for it and no one else does. The less you require looking after, the more able you are to stand alone and complete your tasks, the greater your reward. Then, if you can not only do your own work, but direct intelligently and effectively the efforts of others, your reward is in exact ratio; and the more people you can direct, and the higher the intelligence you can rightly lend, the more valuable is your life.

The Law of Wage is as sure and exact in its working as the Law of the Standard of Life. You can go to the very top and take Edison for instance, who sets a vast army at work—and wins not only deathless fame, but a fortune, great beyond the dreams of avarice. And going down the scale, you can find men who will not work of themselves and no one can make them work, and so their lives are worth nothing, and they are a tax and a burden on the community. Do your work so well that it will require no supervision, and by doing your own thinking you will save the expense of hiring some one to think for you.—Elbert Hubbard.

57 Every great institution is the lengthened shadow of a single man.—Emerson.

259 Everything done in haste has to be done over again.
—Elbert Hubbard

244A Friends and credit pursue the man who does not need them.

69 WHAT CONSTITUTES SUCCESS?—He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others and given the best he had; whose life was an inspiration; whose memory is a benediction.—Mrs. A. J. Stanley.

72 He that dwelleth in the secret place of the Most High shall abide under the shadow of the Almighty.
I will say of the Lord, He is my refuge and my fortress: my God; in Him will I trust.
Surely He shall deliver thee from the snare of the fowler, and from the noisome pestilence.
He shall cover thee with His feathers, and under His wings shalt thou trust; His truth shall be thy shield and buckler.
¶ Thou shalt not be afraid for the terror by night; nor for the arrow that flieth by day; nor for the pestilence that walketh in darkness; nor for the destruction that wasteth at noonday.
¶ A thousand shall fall at thy side, and ten thousand at thy right hand; but it shall not come nigh thee.
Only with thine eyes shalt thou behold, and see the reward of the wicked.
Because thou hast made the Lord, which is my refuge, even the Most High, thy habitation;
There shall no evil befall thee, neither shall any plague come nigh thy dwelling. ¶ For He shall give His angels charge over thee, to keep thee in all thy ways.
They shall bear thee up in their hands, lest thou dash thy foot against a stone.
Thou shalt tread upon the lion and the adder: the young lion and the dragon shalt thou trample under feet.
Because he hath set his love upon me, therefore will I deliver him: I will set him on high because he hath known my name.
¶ He shall call upon me, and I will answer him: I will be with him in trouble; I will deliver him, and honor him.
¶ With long life will I satisfy him, and show him my salvation.

74 HORSE SENSE, by Elbert Hubbard.—If you work for a man, in heaven's name work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents.

I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none. If put to the pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself. And don't forget —"I forgot" won't do in business.

39 CREDO—I believe in the Motherhood of God.

I believe in the blessed Trinity of Father, Mother and Child.

¶ I believe that God is here, and that we are as near Him now as ever we shall be. I do not believe He started this world a-going and went away and left it to run itself.

I believe in the sacredness of the human body, this transient dwelling-place of a living soul, and so I deem it the duty of every man and woman to keep his or her body beautiful through right thinking and right living.

I believe that the love of man for woman, and the love of woman for man, is holy; and that this love in all its promptings is as much an emanation of the Divine Spirit as man's love for God, or the most daring hazards of the human mind.

¶ I believe in salvation through economic, social and spiritual freedom.

I believe John Ruskin, William Morris, Henry Thoreau, Walt Whitman and Leo Tolstoy to be Prophets of God, who should rank in mental reach and spiritual insight with Elijah, Hosea, Ezekiel and Isaiah.

I believe that men are inspired today as much as ever men were.

¶ I believe we are now living in Eternity as much as ever we shall.

I believe that the best way to prepare for a Future Life is

to be kind, live one day at a time, and do the work you can do the best, doing it as well as you can.
I believe we should remember the weekday, to keep it holy.
¶ I believe there is no devil but fear.
I believe that no one can harm you but yourself.
I believe in my own divinity—and yours.
I believe that we are all sons of God, and it doth not yet appear what we shall be.
I believe the only way we can reach the Kingdom of Heaven is to have the Kingdom of Heaven in our hearts.
I believe in every man minding his own business.
I believe in freedom—social, economic, domestic, political, mental, spiritual.
I believe in the paradox of success through failure.
I believe in the purifying process of sorrow, and I believe that death is a manifestation of life.
I believe the Universe is planned for good.
I believe it is possible that I shall make other creeds, and change this one, or add to it from time to time as new light may come to me.—Elbert Hubbard.

160 The Busy Man's Creed—I believe in the stuff I am handing out, in the firm I am working for and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job.
¶ I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.
I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds.
I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition. I believe there is something doing somewhere for every man ready to do it. I believe I'm ready—Right Now.

75 I believe that no one can harm us but ourselves, that sin is misdirected energy, that there is no devil but fear, and that the Universe is planned for good. I believe that work is a

blessing, that Winter is as necessary as Summer, that night is as useful as day, that Death is a manifestation of Life, and just as good. I believe in the Now and Here. I believe in You, and I believe in a power that is in ourselves that makes for righteousness.—Fra Elbertus.

83 If you accept Art it must be a part of your daily lives. You will have it with you in your sorrow as in your joy. It shall be shared by gentle and simple, learned and unlearned, and be as a language all can understand.—William Morris.

41 Declaration—I hold these truths to be self-evident:
That man was made to be happy;
That happiness is only attainable through useful effort;
That the best way to help ourselves is to help others;
That useful effort means the proper exercise of all our faculties;
¶ That we grow only through this exercise;
That education should continue through life, and the joys of mental endeavor should be, especially, the solace of the old;
¶ That where men alternate work, study and play in right proportion, the brain is the last organ of the body to fail. Death for such has no terrors;
That the possession of wealth can never make a man exempt from useful, manual labor;
That if all would work a little, none would be overworked;
¶ That if no one wasted, all would have enough;
That if none were overfed, none would be underfed;
That the rich and "educated" need education quite as much as the poor and illiterate;
That the presence of a serving-class is an indictment and a disgrace to our civilization;
That the disadvantage of having a serving-class falls most upon those who are served, and not upon those who serve —just as the real curse of slavery falls upon the slave-owner;
¶ That the presence of a serving-class tends toward dissolution instead of co-operation;
That the people who are waited on by a serving-class can not have a just consideration for the rights of others, and they waste time and substance, both of which are lost forever, and can only partially be made good by additional human effort;

That the person who lives on the labor of others, not giving himself in return to the best of his ability, is really a consumer of human life;
That the best way to abolish a serving class is for all to join it;
¶ That in useful service there is no high or low;
That all duties, offices and things which are useful and necessary are sacred, and that nothing else is or can be.
—Elbert Hubbard

40 CREDO—I Know: That I am here, in a world where nothing is permanent but change,
And that in degree I can change the form of things and influence a few people,
And that I am influenced by these changes and by other people;
That I am influenced by the example and by the work of men who are no longer alive,
And that the work I do now will, in degree, influence people who may live after my life has changed into other forms;
¶ That a certain attitude of mind and habit of action on my part will add to the peace, happiness and well-being of other people,
And that a different thought and action on my part will bring pain and discord to some others,
And that if I would secure reasonable happiness for myself, I must give out good-will to others;
That to better my own condition I must practise consideration for the feelings and rights of others;
That bodily health is necessary to continued and effective work;
That I am ruled largely by habit;
That habit is a form of exercise;
That up to a certain point exercise means increasing strength or ease in effort;
That all life is the expression of spirit;
That my spirit influences my body, and my body influences my spirit;
That the universe to me is very beautiful, and everything and everybody in it good and beautiful when my body and spirit are in harmonious mood;

That the reward which life holds out for work is not idleness or rest, but increasing capacity and more work;
That my thoughts are hopeful and helpful unless I am filled with fear;
That to eliminate fear my days must be given to useful work.
¶ Note, please, that my creed need not be yours. You need not subscribe to my creed, and I shall have the same privilege with regard to yours. And note further that the only creed you can really have is the one you formulate for yourself: and that fellowship is heaven, and that lack of fellowship is hell.
—Elbert Hubbard

86 I love you because you love the things that I love.

89 INITIATIVE—The world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion.
Next, there are those who never do a thing until they are told twice: such get no honors and small pay.
Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story.
¶ Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny waits patiently around the corner with a stuffed club.
To which class do you belong?—Elbert Hubbard.

90 In men whom men pronounce as ill,
I find so much of goodness still;
In men whom men pronounce divine,
I find so much of sin and blot;
I hesitate to draw the line
Between the two, when God has not.
—Joaquin Miller

96 It's a wise guy who does not monkey with his destiny.
—Ali Baba

100 It's nothing to give pension and cottage to the widow who has lost her son; it is nothing to give food and medicine to the workman who has broken his arm, or to the decrepit woman wasting in sickness. But it is something to use your time and strength to war with the waywardness and thoughtlessness of mankind; to keep the erring workman in your service till you have made him an unerring one and to direct your fellow merchant to the opportunity which his judgment would have lost.—John Ruskin.

269 The truth is that in human service there is no low or high degree: the woman who scrubs is as worthy of respect as the man who preaches —Elbert Hubbard.

184 The valuable man in any business is the man who can and will co-operate with other men. The foreman who opposes the introduction of a new man into an institution, and fights every innovation which he himself does not suggest, is doomed to a gradual and creeping defeat. Men succeed only as they utilize the services and ideas of other men. Co-operate!
—Elbert Hubbard

THE WAY OF THE WORLD

85 Laugh, and the world laughs with you;
Weep, and you weep alone;
For this brave old earth must borrow its mirth,
It has troubles enough of its own.
Sing, and the hills will answer;
Sigh—it is lost on the air!
The echoes bound to a joyful sound,
But shrink from voicing care.

Rejoice, and men will seek you;
Grieve, and they turn and go;
They want full measure of all your pleasure,
But they do not want your woe.
Be glad, and your friends are many;
Be sad, and you lose them all;
There are none to decline your nectar'd wine.
But alone you must drink life's gall.

Feast, and your halls are crowded;
Fast, and the world goes by;
Succeed and give, and it helps you live,
But no man can help you die!
There is room in the halls of pleasure
For a long and a lordly train,
But one by one we must all file on
Through the narrow aisles of pain.

195 They say—what say they? Let them say.

19 A Task! To be honest, to be kind; to earn a little and to spend a little less; to make upon the whole a family happier for his presence; to renounce when that shall be necessary and not to be embittered; to keep a few friends, but these without capitulation; above all, on the same grim condition, to keep friends with himself—here is a task for all that man has of fortitude and delicacy.—Robert Louis Stevenson.

105 Let what thou hearest in the house of thy friend be as if it were not.

109 Life is just one damn thing after another.

108 Life is too short to spend in chewing the rag.—Ali Baba.

THE SALUTATION OF THE DAWN

118 Listen to the Exhortation of the Dawn!
Look to this Day!
For it is Life, the very Life of Life.
In its brief course lie all the
Varieties and Realities of your Existence;
The Bliss of Growth,
The Glory of Action,
The Splendor of Beauty;
For Yesterday is but a Dream,
And Tomorrow is only a Vision;
But Today well lived makes
Every Yesterday a Dream of Happiness,

And every Tomorrow a Vision of Hope.
Look well therefore to this Day!
Such is the Salutation of the Dawn.
—From the Sanskrit.

117 Men are great only as they are kind.

OPPORTUNITY

138 Master of human destinies am I:
Fame, Love and Fortune on my footsteps wait;
Cities and fields I walk; I penetrate
Deserts and seas remote, and passing by
Hovel and mart and palace, soon or late,
I knock unbidden, once at every gate.
If sleeping, wake; if feasting, rise before
I turn away; it is the hour of Fate,
And they who follow me reach every state
Mortals desire, and conquer every foe
Save Death; but those who doubt or hesitate,
Condemned to Failure, Penury and Woe,
Seek me in vain and uselessly implore;
I answer not, and I return no more.

278 Recipe for having friends: Be one.

153 So long as we love, we serve. So long as we are loved by others, I would almost say we are indispensable; and no man is useless while he has a friend.—Stevenson, the Beloved.

158 Talk less and listen more.

161 The devil gave us our relatives, but thank God we can choose our friends.

169 The Honorable Elk—The faults of our brothers we will write on the sands; their virtues on the tablets of love and memory.
I am not a jiner, but if I ever jine the jiners I will begin with the Elks and probably end there. Without any special written code or creed, the Elks stand for a certain standard

of intellect and ethics. The man with an Elk's tooth on his watch-chain, or the antlers in his buttonhole, has no quarrel with God. He accepts life and finds it good. He may not be so very wise, nor so very good, but since he knows he is not wise, and is ready to admit he is not so very good, he is wiser than he knows and better than he will acknowledge.

The true Elk does not condemn, disparage, nor rip reputations up the back.

Realizing his own limitations, he is lenient in his judgments toward those who have been tempted by fate beyond their power to resist. This quality of mercy, I have noticed, is strongly implanted in the Elk nature. Your Elk never weeps over his own troubles, but for the stricken souls of earth his tears of pity are near the surface.

The Elk loves children, respects old age, and so far as I have seen does n't incline especially toward indifference to feminine charms. In many instances I have imagined the Elk revealed a just appreciation of the elevated spheroid. Yet in all your life you never saw one of these horny sons of Elkdom going off alone and cutting into the grape—his irrigation is all in the line of good-fellowship. And his worst fault lies right here—in this line of conviviality, he sometimes overdoes it.

But I believe this will hold: no little pismire apology for a man ever joined the Elks—he would not feel at home among them. To be an Elk you must have faith in other men, faith in yourself, and faith in the universe.

The Elks all look alike, and are all of one age. Just wha that age is I have not yet made out, but it lies somewhere between thirty and fifty. No Elk ever is over fifty, no matter how long he has lived, and none weighs over two hundred pounds. They all have the joyous, boyish, bubbling heart of youth, and no whiskers. Lilacs are out of their line, and Galways are tabued. I never saw an Elk who was very rich except in kindness and good cheer, nor did I ever see one circumnavigating on his uppers. They all have all the money they need, even if not all they want. They make money, and they spend it, and the more they spend the more they seem to make. "Keep the change," is a remark the Elk always has in electrotype.

CATALOG

I have been occasionally pained by hearing Elks relate stories that were slightly gamboge—tinted on the edges—but although these tales of persiflage had a Neufchatel flavor, yet there was always enough Attic salt supplied to redeem the mass from mortifying microbes. The Elk is not troubled about saving his soul—in fact, he is not troubled about anything. Perhaps that is his one distinguishing feature—he does not worry, nor shake the red rag of wordy theological warfare. He believes that everything is all right—or nearly so—and that his task is to do his work, and not bother other folks more than he has to. When Ali Baba said, "Blessed is the man who does not belliake," he had a sixteen-pronged antlered Elk in mind. An Elk takes his medicine—sometimes with a wry face—but he always takes his medicine. Often he overcomes temptation by succumbing to it; and if he trips and falls he is up and joins in the laugh of the bystanders. You can not down a man who can laugh at himself. The Elk stays right in the game: I never heard of one retiring from business: when Death calls for an Elk, the Elk is apt first to sell him a bill of goods, and then they shake the dice to see who shall pay Charon's toll. The Elk does not seek to pry into the future, for he realizes perfectly well that if he waits, he'll know all about it. And for a similar reason he does not chase after women, for he knows if he does n't, women will chase after him. And they do.

There seems to be little danger that this Fraternity will evolve into a religion. Most religious people take their religion seriously, but the Elk takes his with seltzer. He knows that truth is a point of view, that all is relative, that nothing is final nor absolute, nor can it be in a world where nothing is permanent but change. So the Elk's religion is Now and Here; to partake of all good things in moderation; to give out love and kindness because these things come back; and to supply a scrap only to the man who repeatedly asks for it, and will accept nothing else—this as a matter of accommodation. To do good is the first prong in an Elk's creed. And he realizes, being wise, that the best way to benefit yourself is to benefit others. As for myself, I am strictly on the hose-cart, so I do not affiliate very closely with the boys, but if I were flying light and wanted to borrow ten or twenty, mebbe, I'd tackle

the first Elk I met, without apology or explanation. And my needs would be to him a command, for he is not clannish and he knows no higher joy than to give the other fellow a lift. And all these things I have here recorded are set down as a matter of truth, forgetting the fact that once at Flint, Michigan, I suffered the deep humiliation of being arrested by the Elks and fined two seventy-five for advertising Quaker Oats without a license.—Elbert Hubbard.

215 We need some one to believe in us—if we do well, we want our work commended, our faith corroborated. The individual who thinks well of you, who keeps his mind on your good qualities, and does not look for flaws, is your friend. Who is my brother? I'll tell you: he is one who recognizes the good in me.—Fra Elbertus.

235 When in doubt mind your own business.

118 Mental Attitude—Whenever you go out of doors, draw the chin in, carry the crown of the head high, and fill the lungs to the utmost; drink in the sunshine; greet your friends with a smile, and put soul into every hand-clasp.

Do not fear being misunderstood; and never waste a minute thinking about your enemies. Try to fix firmly in your mind what you would like to do, and then without violence of direction you will move straight to the goal.

Keep your mind on the great and splendid things you would like to do; and then, as the days go gliding by, you will find yourself unconsciously seizing upon the opportunities that are required for the fulfilment of your desire, just as the coral insect takes from the running tide the elements it needs.

Picture in your mind the able, earnest, useful person you desire to be, and the thought you hold is hourly transforming you into that particular individual.

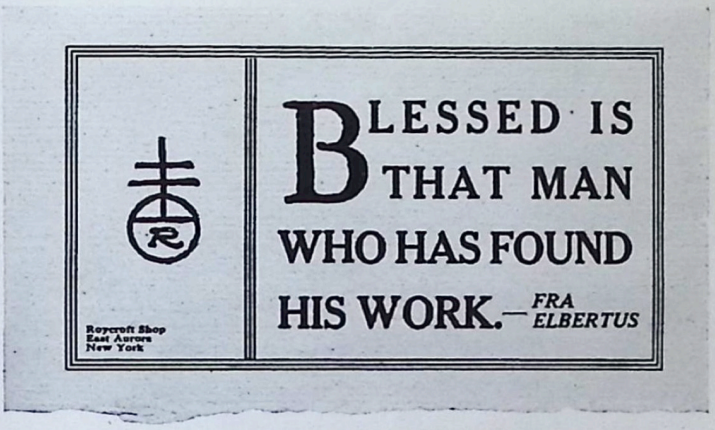
Thought is supreme. Preserve a right mental attitude—the attitude of courage, frankness and good cheer. To think rightly is to create.

All things come through desire, and every sincere prayer is answered. We become like that on which our hearts are fixed. Carry your chin in and the crown of your head high. We are gods in the chrysalis.—Fra Elbertus.

BUSINESS MOTTOS

¶ A great advertiser has said that no means of advertising is so certain as the apt suggestion which goes out in the business correspondence in the form of a letter-size motto.

¶ Following this suggestion we made some sets of such mottos for our use, and we know that the man knew!



¶ Have you a sentiment which you should like to use in this way?

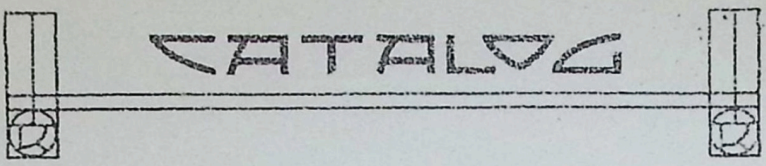
¶ Write us!

¶ We will give estimates on your order by return mail.

¶ If you like better, choose from our list.

¶ Lots of One Thousand . . . $5.00

¶ Lots of One Thousand, with your name printed on them 6.00



1 Anybody can cut prices, but it takes brains to make a better article.—Alice Hubbard.

2 Co-operate and assist—not criticize and find fault.
—Fra Elbertus

3 Co-operation, not Competition, is the life of business.

4 Folks who never do any more than they get paid for, never get paid for any more than they do.—Hubbard.

5 Horse Sense—If you work for a man, in heaven's name work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents. I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself. And don't forget—"I forgot" won't do in business.

6 I know what pleasure is, for I have done good work.
—Robert Louis Stevenson

7 Initiative—The world bestows its big prizes, both in money and honors, for but one thing.
And that is Initiative.
What is Initiative?
I'll tell you: It is doing the right thing without being told.
¶ But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion.
Next, there are those who never do a thing until they are told twice: such get no honors and small pay.

Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. ¶ Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club.
To which class do you belong?—Elbert Hubbard.

8 Little do ye know your own blessedness, for to travel hopefully is a better thing than to arrive, and the true success is to labor.—Robert Louis Stevenson.

9 No man ever got nervous prostration pushing his business: you get it only when the business pushes you.—Fra Elbertus.

10 One great, strong, unselfish soul in every community would actually redeem the world.—Elbert Hubbard.

11 Personal letters are opened only by the man himself—Suppose he's away?
Address all communications to ————

12 Remember, one-man power is one-man power. When you address an individual you lose the benefit of our organization. Let's get together on this. Address all communications to ——

13 Responsibilities gravitate to the person who can shoulder them, and power flows to the man who knows how.
—Elbert Hubbard

14 Shirkers get paid what they are worth.—Elbert Hubbard.

15 The less you require looking after, the more able you are to stand alone and complete your tasks, the greater your reward. Then, if you can not only do your work, but direct intelligently and effectively the efforts of others, your reward

is in exact ratio, and the more people you direct, and the higher the intelligence you can rightly lend, the more valuable is your life.—Fra Elbertus.

16 The love you liberate in your work is the only love you keep.
—Fra Elbertus

17 The man who allows his life to justify itself, and lets his work speak, and who when reviled reviles not again, must be a very great and lofty soul.—Fra Elbertus.

18 The man who is worthy of being a leader of men will never complain of the stupidity of his helpers, of the ingratitude of mankind, nor of the inappreciation of the public. These things are all a part of the great game of life, and to meet them and not go down before them in discouragement and defeat, is the final proof of power.—Elbert Hubbard.

19 You want the work quick—have to have it by Monday. There's only one real way—to reach the men who can rush it. Address all communications to ————

20 A Task—To be honest, to be kind; to earn a little and to spend a little less; to make upon the whole a family happier for his presence; to renounce when that shall be necessary and not to be embittered; to keep a few friends, but these without capitulation; above all, on the same grim condition, to keep friends with himself, here is a task for all that man has of fortitude and delicacy.—Robert Louis Stevenson.

21 The day returns and brings us the petty round of irritating concerns and duties. Help us to play the man, help us to perform them with laughter and kind faces; let cheerfulness abound with industry. Give us to go blithely on our business all this day, bring us to our resting beds weary and content and undishonored, and grant us in the end the gift of sleep. Amen.—Robert Louis Stevenson.

22 The Busy Man's Creed—I believe in the stuff I am handing out, in the firm I am working for; and in my ability to get results. I believe that honest stuff can be passed out to honest

men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds. ¶ I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I believe I'm ready—RIGHT NOW.

23 Failure is only for those who think failure!

24 We are not sent into this world to do anything into which we can not put our hearts. We have certain work to do for our bread and that is to be done strenuously; other work to do for our delight and that is to be done heartily; neither is to be done by halves or shifts, but with a will; and what is not worth this effort is not to be done at all.—John Ruskin.

25 What Constitutes Success?—He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others and given the best he had; whose life was an inspiration; whose memory is a benediction.—Mrs. A. J. Stanley.

26 It may be proved with much certainty, that God intends no man to live in this world without working; but it seems no less evident that He intends every man to be happy in his work. It was written: "In the sweat of thy brow," but it was never written: "In the breaking of thy heart."

—John Ruskin

27 The mintage of wisdom is to know that rest is rust, and that real life is in love, laughter and work.—Elbert Hubbard.

HAND-CARVED MOTTOS

¶ These mottos are made on half-logs and boards. The half-logs are hung from hand-wrought chains, and some of the boards are mounted with copper bands.

¶ Such mottos are especially attractive in the reception-hall or over the fireplace, where they express your greeting to the stranger or a welcome to your friend.

¶ We make them to any measurement—and carve your motto. Special mottos, of course, take time. The human hand is a very delicate machine and does not turn out its product at a breathless speed.

¶ Three weeks from the time a special order is received we will be able to ship to you.

¶ Is three weeks too long to wait? Fra Elbertus has a few good mottos of his own. Some say this adds a value—judge for yourself, here is our list.

MADE ON HALF-LOGS

10 INCHES X 42 INCHES

1	Be yourself	$4.50
2	Build strong	4.75

3	O Luxury, thou curst of Heaven's decree, how ill-exchanged are things like these for thee	$10.50
4	The institution of the dear love of comrades	6.25
5	They will talk anyway . . .	5.25
6	Use your friends by being of use to them	6.75
7	Produce great persons—the rest follows	6.75

MADE ON BOARDS

10 INCHES X 46 INCHES
EACH, $5.00

1	Concentration	9	Health
2	Co-operation	10	Industry
3	Courtesy	11	Loyalty
4	Economy	12	Patience
5	Endurance	13	Perseverance
6	Fellowship	14	Self-control
7	Happiness	15	Self-reliance
8	Harmony		

A few mottos carved on boards $5\frac{1}{4}$ inches x $19\frac{1}{2}$ inches. Each $1.50

1 Be yourself
2 Build strong

We make Mahogany Frames and Special Frames of all sizes to your order.

We do not prepay carriage on wooden frames or carved boards and half-logs.

SPECIAL INSTRUCTIONS

¶ Our prices on all goods are net, carriage prepaid, except as specially stated in a few cases.

Remittances may be made by Personal Check, Post-Office or Express Order, or by Draft. Foreign buyers please remit by International Money-Order.

¶ Delivery abroad requires from three to four weeks from the date of receipt of order.

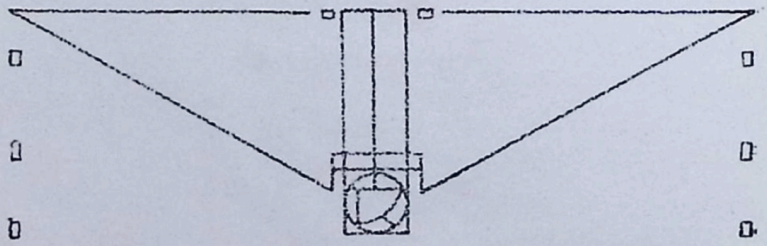
¶ The greatest care is taken to insure the perfect carriage of our goods—however long the journey they take.

¶ The order-blank is for your convenience and ours. The careful statement of number and price will save time for you, and make our service more efficient.

¶ Orders for Christmas delivery may safely be placed with us six weeks in advance. And we will make your shipment on time.

¶ This will save you Christmas worry and Christmas disappointments.

¶ It's the early order that catches the fast mail!



Roycroft Order Blank

FROM _____

P. O. ADDRESS _____

STREET NO. _____

DATE _____ STATE _____

AMOUNT OF REMITTANCE ENCLOSED $ _____

To THE ROYCROFTERS, their Shop, which is in the Village of East Aurora, in Erie County, New York State. ¶ You may send the following Roycroft wares as per catalog indication:

PAGE NUMBER	ARTICLE NUMBER	SPECIFICATION

Write Additional Instructions or Remarks on Reverse Side of This Sheet

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